

Dallas

JANUARY - 1955



This picture shows the Trinity Industrial District, both developed and undeveloped areas, looking south from Inwood-Hampton Boulevard. It also shows the proposed Stemmons Expressway.

THE SPOTLIGHT FOR 1955 IS ON THE TRINITY INDUSTRIAL DISTRICT

Leading the parade in Dallas during recent years have been the more than 500 firms that have located in the Trinity Industrial District.

The improved area, now almost solidly built up, will be augmented by a new area this year. Plans are complete; work is under way; in a matter of months many plant sites will be available, with paving and all utilities.

The present developed area of the Trinity Industrial District occupies some 500 acres. About 700 acres remain to be developed. Building sites in this area will offer incomparable advantages of convenience and accessibility "Under the Skyline of Dallas." The same high standards and the same restrictions will prevail as in the present development.

INDUSTRIAL PROPERTIES CORPORATION

John M. Stemmons

L. Storey Stemmons

401 Davis Building • RI-6552

Your Attention, Please!



It **demand**s your attention . . . this McAx installation of signs and architectural porcelain enamel for National Shirt Shops in Fort Worth, a national institution.

This lifetime facade is beautiful, economical and highly versatile . . . an architectural achievement and the most effective of displays!



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1890 William S. Henson, Inc.

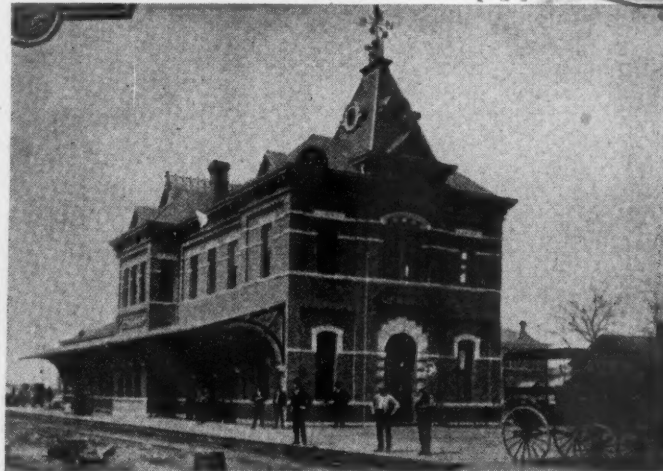
Advertising Printing

1893 Fleming & Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies



A Dallas landmark for many years, the old "Katy" Depot is shown in the above photograph* as it looked about the turn of the century. Located on the present site of the Interstate Trinity Warehouse Company, this was one of five stations serving Dallas before the building of the Union Station. The establishment boasted one of the finest dining rooms in the city and the second floor of the building included dormitory facilities for waitresses and the dining room staff. Dining cars were not part of the equipment of trains coming into Dallas during the first decade of this century and passengers obtained their meals at main stops on the line. In 1910 the firm of Loughborough & Moser, now the Moser Company, opened an office at 111 Martin Street, in what was then known as "Real Estate Row." The early business of the firm centered around the development of residential property in the Ross Avenue area adjacent to the present retail store of Sears-Roebuck & Company. This involved the plotting of approximately 80 acres making up a dairy farm that had been in the Moser family since 1870. During the early and late 1920's the firm developed properties further north and east in the Greenville Avenue area. In 1932 the present partners, A. C. Moser, Jr., and Jack Moser, joined the company. Today, in its forty-fifth year of operation the firm does an extensive business in commercial and industrial property and maintains offices in the Mercantile Commerce Building.

*From the archives of the Dallas Historical Society.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1898 The Praetorian

Life Insurance Service

1900 The Murray of Texas, Inc.

Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and
Elevators

1903 First Texas Chemical Mfg. Co.

Pharmaceutical Manufacture

1904 T. A. Manning & Sons

Insurance Managers
Fire — Casualty

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1910 Red Bryan's Smokehouse

Barbecued Meats

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers — Office Outfit

1914 Texas Employ Insurance Association

Workmen's Compensation
Insurance



Dallas

January • 1955

VOLUME 34 • NUMBER 1

HORACE AINSWORTH Editor
THOMAS J. McHALE . . . Advertising Manager
DANA RIDDLE Editorial Assistant
RUTH CAPP Editorial Assistant
RITA GOODBERLET . . . Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

CONTENTS THIS MONTH

	Page		Page
Washington: The South in the Saddle	7	Dallas Names Fred Florence 1954 Salesman of the Year	15
By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capital		Luncheon Honors Membership Leaders	16
Railroads Generate New Industry	9	Young Men Going Places: Ben Carpenter	28
By TOM McHALE		By ROBERT CARL	
Industrial Areas Free Movement of Goods	10	Health Club Specializes in Needs of Businessman	40
Santa Fe Begins New Rails Linking Dallas to Chicago	13	Advertisers in This Issue	60
Jerome K. Crossman Heads Chamber for Second Term	14		

COMING NEXT MONTH

February's DALLAS will feature the advertising and graphic arts fields in Dallas. It will also contain announcements of the 1955 committees of the Dallas Chamber of Commerce.

DALLAS CHAMBER OF COMMERCE

OFFICERS	DIRECTORS	Business Manager—
President	JAS. M. COLLINS	Sam Tobolowsky
JEROME K. CROSSMAN	FRED DETWEILER	Cashier—Velma Boswell
	R. R. GILBERT	Conventions—Z. E. Black
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	STANLEY MARCUS	Consultant:
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	JULIUS SCHEPPS	Manufacturers and
Vice President and	BEN SMITH	Wholesalers:
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Treasurer		Publicity—
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		Retailers—
		Horace Ainsworth
		Transportation—
		Sam Goodstein
		F. E. Rice
		Washington Office—
		Dale Miller

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General Manager—J. Ben Critz
Assistant Manager—Andrew W. DeShong
National Councilor—GEO. WAVERLEY BRIGGS

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

1101 Commerce Street

Telephone PR-8451

Administration	J. Ben Critz	Highway (routes and conditions)	Pauline Foster
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Athletics	J. Ben Critz	Industrial development	Tom Finney
Aviation	Andrew DeShong	Industrial statistics	Bill Rosamond
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Business Information	Bill Rosamond	Legislation	J. Ben Critz
Cashier	Velma Boswell	Manufacturing services	M. E. Hannon
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Dallas-Ft. Worth Metropolitan Area Committee	J. Ben Critz	Membership	Jim Cabaniss
Dallas Magazine		Membership Services	Jim Cabaniss
Editorial	Horace Ainsworth	Military Affairs	M. E. Hannon
Advertising	T. J. McHale	Public Relations	Horace Ainsworth
Foreign Trade	Roy Jenkins	Retail Market	Horace Ainsworth
		Special events	J. Ben Critz
		Transportation	Sam Goodstein
		Wholesale distribution	M. E. Hannon

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American Fashion Association	Henry W. Stanley	PR-8451
Dallas Fashion Center	Clyda Johnson	PR-8451
Dallas Graphic Arts Association	Kennedy England	RI-3985
Dallas Hotel Association	Connie Sherman	PR-8451
Dallas Industrial Service, Inc.	Kennedy England	RI-3985
Dallas Interracial Association	M. J. Norrell	PR-8451
Dallas Junior Chamber of Commerce	Joan Goodman	PR-8451
Dallas Manufacturers & Wholesalers Ass'n	M. E. Hannon	PR-8451
Dallas Real Estate Board	Bill Renick	PR-5109
Dallas Retail Merchants Association	Horace Ainsworth	PR-8451
Southwest Local Air Service Conference	Andy DeShong	PR-8451
Stores Mutual Protective Association	E. P. Carpenter	RA-4853
United States Chamber of Commerce		
Southwestern Division Office	James G. Roberts	RI-3558

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STATEMENT OF CONDITION

At the Close of Business December 31, 1954

ASSETS

Cash on Hand and Due from Banks	\$262,079,705.52
United States Government Obligations	\$154,487,411.34
Public Housing Authority Obligations (Fully Guaranteed)	6,286,906.93
State, County and Municipal Bonds	19,935,352.63
Stock in Federal Reserve Bank	1,200,000.00
Other Bonds	1,713,689.00
Commodity Credit Corporation Certificates and Notes	27,862,928.91
Loans and Discounts	310,344,360.56
Income Accrued	1,928,934.65
Letters of Credit and Acceptances	9,147,341.01
Banking House and Equipment	7,775,308.09
Other Assets	111,423.84
	\$802,873,362.48

LIABILITIES

Capital Stock	\$ 20,000,000.00
Surplus Fund	20,000,000.00
Undivided Profits	8,147,607.33
Reserved for Contingencies	3,906,172.02
Reserved for Taxes, Etc.	4,589,826.20
Deferred Income	1,189,844.62
Letters of Credit and Acceptances	9,147,341.01
DEPOSITS:	
Individual	\$456,749,860.22
Banks	264,792,542.36
U. S. Government	14,350,168.72
	735,892,571.30
	\$802,873,362.48

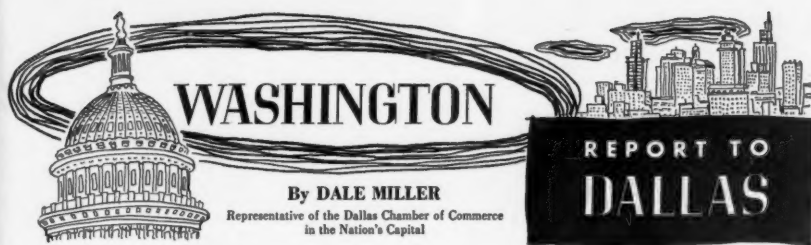
To our many friends and customers, we express our abiding gratitude for making possible another excellent year. The major purpose of this bank is to enable people to better use their opportunities.

Ben Wooten
PRESIDENT

79th year of dependable personal service

NATIONAL BANK in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



The South in the Saddle

THE first session of the 84th Congress is convening at this writing, and by the time these observations appear in print the President will have delivered his various messages to Capitol Hill, the new Congress will have completed the organization of its committees and staffs, and the familiar and recurrent drama of practical politics will be well underway again. Just now the usual turmoil is being experienced as the legislative machinery is being reconverted from Republican to Democratic control; and more time is always required for the organization of Congress when political power has passed from one party to another, for all committee chairmanships must be changed, new committee assignments must be found for the many freshman members brought into office by the extensive legislative turnover, and other committee assignments are lost, and still others regained, among the older members who move from the majority to the minority side of the aisle and vice-versa.



DALE MILLER

Whenever the Democrats are restored to power on Capitol Hill the political writers and commentators find it worthy of particular comment that so much of that power gravitates automatically to the South, and, of course, in this new Congress that condition again prevails. Committee chairmen, for example, can frequently exercise almost plenary authority in the control and direction of legislative processes; and in the Senate, where there are 15 standing committees, eight of those committees are now headed by Senators from a handful of Southern states, with two others headed by Senators from border states, thus leaving only five under the control of Senators from all other states. In the House, where there are 19 standing committees, nine are under the firm control of Southern Representatives,

with five others under the leadership of border states, again leaving only five to be headed by Representatives from the rest of the country.

Furthermore, the actual influence of these Southern Congressmen is more pronounced than the statistics would suggest, for, generally speaking, the particular committees dominated by these Southerners are more important than those committees headed by Congressmen from outside the South. Also, the powerful "leadership" on the Hill — consisting of the Speaker of the House, the Majority Leaders of the Senate and House, and the party "Whips" of both Houses — are nearly all Southerners. Consequently, the voice of authority on Capitol Hill, at least during the next two years, will have a noticeable Southern accent.

Why so much power gravitates to the South in a Democratic Congress is of course easily explained. Each Congressman's rank on his committee is determined by seniority — that is, the length of his service in the House or Senate — and since the South is traditionally a one-party region, its members steadily build up seniority on the Democratic scale in Congress, while Democratic members from other states are frequently voted in and out of office and thus have much less opportunity to acquire a longevity of service. The Southern members, therefore, have no chairmanships at all when the Republicans are in power, but succeed automatically to those powerful positions when the political pendulum swings back to the Democratic Party.

The state which will wield by far the most political power in the 84th Congress is, of course, Texas. The Speaker of the House is again Sam Rayburn, who has already occupied that position longer than any of his predecessors, and the Democratic leader of the Senate is Lyndon Johnson, who achieved that distinction at a younger age than any of his predecessors. So both of them have already made history in a unique sense, and can be expected to make more as time goes on.

Moreover, the circumstance that the party leaders in both houses of Congress come from the same state is likewise without precedent in our political history. Their influence, and particularly that of the Speaker, in the political developments ahead will be enormous.

Insofar as the state delegation as a whole is concerned, Texas gained valuable seniority for 19 of its 24 members, and lost seniority for five. That is, 19 members of its delegation continued in office and are thus adding to their longevity of service, while five new members are starting at the bottom of the ladder, which represents, in effect, the loss of the seniority accumulated by those whom they replaced. Two Texans succeeded to the chairmanships of House committees, while many others advanced up the scale toward other chairmanships which will accrue to them from time to time in the years ahead.

This is the picture — of a Capitol Hill dominated in considerable measure by its Southern contingent, and influenced strongly by its Texas leadership — which a Texas-born Chief Executive is obliged to contemplate from his Republican perspective in the White House, a mile or so away. The prospect of achieving some kind of peaceful coexistence between his Republican administration and a Democratic Congress, however, will probably prove less discouraging to him than would

The 84th Congress: The voice of authority on Capitol Hill is sporting a Southern accent.

usually be the case under conditions of divided government, since much of his program, particularly as it affects foreign policy and reciprocal trade, will command greater support from the Democrats than from his own party. There will be many political battles, to be sure, as each party seeks to develop issues for 1956, but basically the course of the 84th Congress will be the middle of the road.

SCORECARD: While on the subject of Congress, here is a box score on the second session of the 83rd Congress in 1954: The Senate was in session more than 1,198 hours during 169 days, and the House nearly 526 hours during 123 days. Members introduced 5,690 bills and resolutions but enacted only 1,268, and 42 of those were vetoed. They received 45,916 nominations from the President and rejected none, though 12 were withdrawn and 761 left unconfirmed. And their oratory and "extensions of remarks" filled 22,254 pages of the Congressional Record.





IN A PIGGY BACK OPERATION, a switch engine of the Southern Pacific Lines makes up a train of merchandise trailers on flat cars at Miller Yard, as viewed from Trinity River Bridge. Eight other railroads serve Dallas, playing a key role in its industry.

In Dallas... In 1955

Railroads Generate New Industry

By Tom McHale

STEEL rails have played a major part in Dallas' progress for more than three-quarters of a century. Pioneer rail construction during the 70's and 80's transformed Dallas from a quiet village to the major commercial center of North Texas. During the post-war years railroads have played a vital role in the phenomenal development of Dallas' major industrial districts.

Centering on Union Terminal near the site where John Neely Bryan built his crude log cabin more than a century ago and reaching out to the rim of our metropolitan area, bands of steel rails criss-cross greater Dallas with vital arteries of commerce. Extending out from the modern skyline of Dallas, our expanding industrial districts are building virtually from the original Dallas townsite to the outer boundaries of the county.

Coordinated planning between the developers of these industrial districts and the railroads has linked these areas with metropolitan Dallas' overall system of rail marshalling yards and terminals. Fitting into this transport pattern, nine major

rail lines radiate out in every direction to link Dallas with more than 50,000 mainline system miles and Gulf Coast ports.

Dallas has more mainline rail connections than any other city in the Southwest. This service coupled with the city's geographic relationship to the consumer population of the Southwest give it distribution advantages and net transportation costs which no other Southwestern city can equal.

The railroads serving Dallas are: Burlington Lines, Cotton Belt Route, Frisco Lines, Kansas City Southern Lines, Missouri-Kansas-Texas Lines, Rock Island Lines, Santa Fe Lines, Southern Pacific Lines, and the Texas & Pacific Railway.

Dallas is a major destination on pool car movement out of Chicago and the east. Carloading companies move a large volume of freight into Dallas but there is no comparable north movement. A large volume of merchandise—such as motor car parts, machinery and truck parts—moves into Dallas industrial districts by rail for assembly. Many of these goods move out of Dallas into its trade territory by truck or motor transport. The ratio of inbound carload movement into Dallas is substantially larger than outbound movement. Competition determines the best rate and method for distribution. Dallas' strategic location, highway connections and facilities offered by highway common carriers and rail-truck service, link with its railroad advantages to enhance Dallas' regional transportation leadership.

THE CLOSE RELATIONSHIP of industrial districts to railroads is graphically shown by the map on the opposite page. Prepared especially for DALLAS by the Dallas Department of City Planning, this map locates the major industrial areas and shows which lines serve them. Artwork by Bud Biggs Studio.

Industrial Areas Free Movement

THE planned development of Dallas industrial districts and their location with reference to railroad trackage and access to major highways helps to solve a growing problem in many metropolitan areas: the movement of goods within the area itself.

Development of large tracts of land virtually under the Dallas skyline has made it possible for firms locating in Dallas to enjoy a free choice of having easy access to the heart of the city or locating out farther in the county.

A primary example of this expansion has been the Trinity Industrial District, which has been developed as a result of longtime planning for flood control and

levee construction. Now a teeming center of industrial activity, this district was a useless swamp a quarter-century ago.

Some 40 firms occupying one-half million square feet of buildings were added to the Trinity Industrial District during 1954. Approximately 300,000 square feet of buildings now are under construction, according to L. Storey Stemmons, president.

This continues the amazing record of the industrial development which has been formally open only since 1946. Valued at about a million dollars then, the 400 buildings standing there today in themselves represent some 60 million dollars. More than 500 firms are represented,

among them some of the biggest names in American industry.

The district now comprises more than 500 acres completely developed. During 1955, development will begin on another 700 acres. This means paved streets, all utilities, rail trackage, sewer, water and gas lines will be installed in the new acreage just as in the original project.

Construction is scheduled to begin soon on the Leslie A. Stemmons Expressway (Highway 77) with its right-of-way of approximately 300 feet in width and which will extend throughout the length of the properties. This highway alone will require more than 100 acres.

During 1954 an additional 45 acres was opened and already 21 buildings have been constructed or are under way. Almost all of the new acreage which is available for construction has been purchased or leased. All utilities, including reinforced concrete streets, have been installed and substantially all sites are served with rail trackage by the Rock Island lines.

Farther up the Trinity and still in sight of the Dallas skyline, the new 1,200-acre Brook Hollow Industrial District was opened in 1953. This district, when fully developed, will represent a sponsors' investment of six million dollars, exclusive of land costs, and is expected to serve as a national guide for future industrial districts.

One of the major features of the Brook Hollow Industrial District is that it offers industry a "complete package deal." Included is the assurance that the cost of providing all streets and utilities is being borne by the developers and that property owners face no future assessments for these services. Similarly, it was emphasized, the development of Brook Hollow is being financed by private business and involves no cost to the city, county and taxpayers.

The new industrial district, designed as the nation's most beautiful with 50 to 100-foot landscaped setbacks from thoroughfares to buildings, is southwest of Brook Hollow Country Club near Harry Hines Boulevard and less than five miles from downtown Dallas.

Formally opened in mid-November, the new Inwood Industrial District at Irving Boulevard and Westmoreland in Dallas County is fast developing as one

THE TEEMING TRINITY INDUSTRIAL DISTRICT is pictured from the air. With 500 acres fully developed, another 700 acres is in the process of development.



ent Goods

of the Southwest's most successful industrial property locations.

Within 60 days of the opening, over three quarters of a million square feet of property had been sold. Paving construction is now well under way, by Uvalde Construction Company. The paving contract includes streets and access ways with sub-grading, railroad embankment, drainage channel excavation, and general leveling work. Utilities such as electric power, water, and sewage have already been brought to the property. The land and improvements represent a capital investment of more than \$700,000.

The developing corporation of the Inwood District, Southwest Industrial Properties, Inc., was formed in 1953. It is headed by David D. Bruton, Jr., president; D. D. Bruton, Sr., vice president, and Stanley Neely, secretary-treasurer.

The first installment which is currently being developed is 76 acres out of a total of 186 acres located at the Northeast corner of the Westmoreland and Irving Boulevard intersection in Dallas County. Plans call for development of the other 110 acres in the future as well as other property held along Irving Boulevard further west and along the proposed route of Highway 77 Expressway adjacent to Brook Hollow Golf Club, amounting to some 450 acres in the aggregate.

Recent purchases of property in the Inwood Industrial District include Williams & Wagner Construction Company, Paul Lewis & Son, Irwin Grossman, James Alexander, J. C. Gambulos, Tri-Cities Investment, Inc., Medaris Company, Inc., Philo distributors, W. H. Trice Floor Coverings, and Lipton Staple Company.

Another new industrial district, including 272 acres of choice industrial sites, has recently been opened for development at Richardson by the Southern Pacific Railroad. Other outstanding industrial districts include the Airlawn Industrial District developed by the Weichsel Estate and Cedar Crest Industrial Park, located on the site of the old Skyline Airport within a four-mile radius of the business center of Dallas.

On the southwest side of Dallas the Santa Fe Industrial District is being developed by the Terminal Building Corporation. This tract of 322 acres is within the Dallas city limits and also within easy access of a large residential area. A num-

ber of outstanding national distributors and manufacturers have already located plants in the area and other additions are in the planning stage.

Across the county on its northeastern edge, the Garland Industrial Area provides for another type of industrial expansion. Firms locating here are primarily interested in larger sites and this overall area provides approximately 1,000 acres.

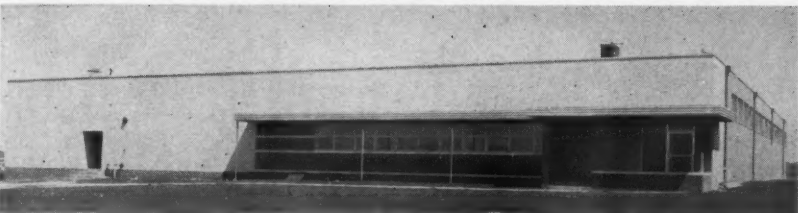
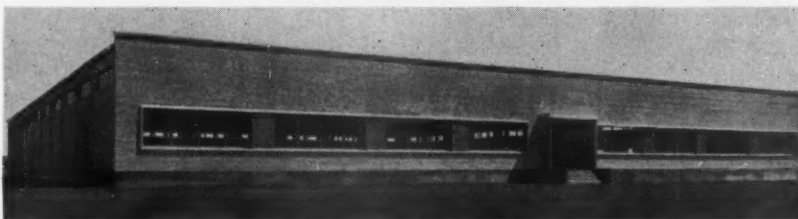
At Rinehart Station the Santa Fe Railway is also developing a new industrial area of 230 acres along Garland Road at the intersection of Northwest Highway and State Highway 78.

The Scottsdale (Buckner Boulevard)

Industrial District comprises 330 acres lined both east and west of Buckner Boulevard. At Mesquite, the Texas and Pacific Railway, the Mesquite Chamber of Commerce, N. E. Shands and Carl Brown are perfecting sub-division and layout plans for 120 acres of industrial development.

The annexation of West Dallas and the completion of the West Dallas Housing Project gives new importance to the Eagle Ford Industrial Area, which provides another relatively close-in group of properties along the Texas & Pacific.

Off Hines Boulevard near Record Crossing, the Arlington Park Industrial



NEWLY ESTABLISHED plants in the fast-growing Brook Hollow Industrial District just west of Harry Hines Boulevard include these five: Texas division offices of A. S. Aloe Company, warehouse for National Industries Corporation; Magnolia Seed, Hardware and Implement Company; Southwest Globe Ticket Company, and Am-Art Corporation of Texas.



INWOOD INDUSTRIAL DISTRICT, as conceived by architect, is fast being developed at Irving Boulevard and Westmoreland. Three quarters of a million square feet of property were sold in the first 60 days of the new district's formal opening in mid-November, and paving construction is well under way. Developing corporation is Southwest Industrial Properties, Inc. Formed in 1953, it is headed by David D. Bruton, Jr., president, D. D. Bruton, Sr., vice president, and Stanley Neely, secretary-treasurer.

District being developed by Ross W. Smith includes 42 acres. Near Field Circle is the Moser Industrial District located at Lemmon Avenue and Denton Road. It provides another 42 acres for industrial development. The St. Louis Southwestern Railway has recently purchased 75 acres of property on Inwood Road, north of Valley View to be used exclusively for industrial development.

Also north of Dallas the Farmers Branch Industrial District is being developed by Webb Roberts. This property is approximately 12 miles northeast of Dallas and its 350 acres of development are mostly along Hines Boulevard and Highway 77. Industrial development in that area is also reaching out into Carrollton, where A. A. Lander is developing 75 acres along the Frisco Railroad.

South of Dallas a number of properties are being developed for industry along the Southern Pacific. An area of approximately 102 acres fronting on the east line of Highway 75 adjacent to the Verson Manufacturing Company is being developed along with another 100 acres fronting directly on the west side of the highway and Ledbetter Drive, which is generally known as the Smokler Tract.

The Hudnall Industrial District, another centrally located area along the M-K-T Railroad has been developed over a period of years. This includes such pioneer industries as Mosher Steel Company and the newest addition to this area is the J. I. Case Company. Approximately 100 acres in this area is that along the Katy from Hines Boulevard to Maple Avenue.

The railroads serving Dallas and Dallas' industrial realtors have played an important part in developing and merchandising industrial property in the Dallas Area. The industrial departments of the railroads have worked with developers to provide trackage and switching facilities and to assist national firms engaged in decentralizing or expansion operations in securing the type of industrial property best suited to their needs.

Bank Deposits, Resources Climb to New All-Time High

Statements of condition by Dallas' 23 commercial banks in January disclosed new all-time record highs for both deposits and resources.

Deposits totaled \$2,023,099,266.90 as of December 31.

It was the first time that bank deposits in any southern city had risen above the 2-billion figure. The new total compared with a total of \$1,848,060,115.06 at the end of 1953.

Total resources rose from \$2,021,600,308 to \$2,230,873,213.89.

All but two of the 23 banks reporting showed increases in both deposits and resources, reflecting the high levels of business achieved in the latter part of 1954.

★

New officers of Rauscher, Pierce & Company include JAMES S. CARROLL and HARLAND MAYES, vice presidents; MORRIS A. DUDLEY, JR., assistant vice president; JOHN H. RAUSCHER, JR., secretary, and MRS. LUCILLE FERGUSON, assistant secretary.

PLAYING VITAL ROLE in growth of Dallas' industrial districts are nine major railroads. Pictured is a modern piece of equipment of the Rock Island Lines.



Santa Fe Begins New Rails Linking Dallas to Chicago

THE largest railroad construction project in the nation during the past quarter century will provide Dallas another direct rail link with Chicago sometime during late 1955.

Ground-breaking ceremonies for the Santa Fe Railroad's \$7,000,000 Dallas-Denton-Chicago mainline were held in the midst of a driving rain in Dallas on December 11. This history making ceremony brought together top rail officials and Dallas and regional civic and government leaders to observe a new milestone in railroad development in the Dallas Southwest.

Fred G. Gurley, president of the Santa Fe Railway, headlined the ceremonial along with Mayor R. L. Thornton of Dallas and Jerome K. Crossman, president of the Dallas Chamber of Commerce. Other Santa Fe officials on the speakers platform with Mr. Gurley were Clarence R. Tucker, operating vice president; J. C. Gibson, vice president and general counsel; J. P. Reinhold, assistant to the president; J. P. Cowley, vice president and general manager; and Directors Rosser Coke of Dallas and William Tyler of Fort Worth.

When the new line is opened for operation it will provide Dallas with overnight and through pullman service to Chicago and will provide a new streamlined train of the Santa Fe's Texas Chief type. It will also give shippers and receivers of freight new direct service to Chicago and the North. The new mainline will extend more than 49 miles from a point between Krum and Sanger through Denton to a

point between Garland and Reinhart, which will be known as Zacha Junction. The site of the ceremonies, this point will form a new passenger and freight gateway to Dallas and a new suburban point.

In the first five years of operation, it is estimated the new line will carry approximately 55,000 freight cars in and out of Dallas and will bring in a revenue of \$20,000,000.

Much of this will be completely new business from big department stores and light industry which can take advantage of the time-saving north section.

Mayor Thornton as Co-Chairman of the Dallas Citizens' Committee was quite vigorous in his approval of the efforts of the Santa Fe to respond to a great civic appeal.

"The Santa Fe has served Dallas for a great many years and faithfully," he said, "but in the construction of the new line they are providing this community with a new streamline train and a new freight service which will mean much to our city.

"When this line is completed it will mean a great deal to our business and will aid in developing our industries. It will stimulate industrial growth through North Texas. Its construction required a great deal of vision, capital and courage on the part of the Santa Fe," Mr. Thornton said.

As President of the Chamber of Commerce and Co-Chairman of the Dallas Citizens' Committee, Jerome K. Crossman offered triple-purpose remarks. He said:

"This further recognition of the importance of Dallas by the Santa Fe Railway offers tangible evidence that the status of our metropolitan area as an industrial, commercial and distributing center, is in healthy development.

"It is also evidence that the plea which we have so staunchly supported for progressive competition in business has been recognized by an important railroad. Competition is the 'sine qua non' of progress and it represents the healthful commercial life of America. This includes competition in all facets of business life and that goes for railway transportation, truck lines and even airways.

"I am delighted to welcome this new main line to Dallas because the Santa Fe is one of the great corporations of Amer-



GROUND BREAKING CEREMONIES for the Santa Fe's new line were planned by Mayor R. L. Thornton, Jerome K. Crossman, president of the Dallas Chamber of Commerce, and J. P. Cowley, vice president and general manager of the G. C. & S. F. at Galveston. Paul Penland, 5, and his sister, Melissa, 2½, were interested in a backdrop used in the celebration.

ica. I am particularly happy to welcome the Santa Fe because of its interest in Dallas and the fact that it is a fine business organization."

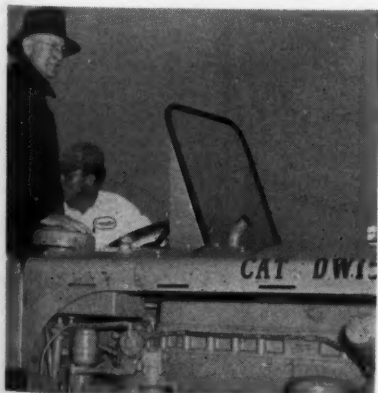
Cost of the new line will approximate \$7,000,000 which represents 49.3 miles of new line and an additional 12 miles of rehabilitated line of the present Paris branch of the Santa Fe. Officials of the Santa Fe are assigning crews to work on the Paris line so that it will be in keeping with the conditions required for operations over the high speed new line.

The Santa Fe Railway freight and passenger traffic departments are now operating from new offices in the Mercantile Securities Building in Dallas. The improvement in office facilities was made in conjunction with the Santa Fe's new mainline development into the city.

The railway's passenger department, including ticket office, now occupies ground-level space at 1800 Main Street while the freight traffic department is located in Room 1030.

P. J. Swinney, local division passenger agent, described the move as "a great improvement" and said that the modern facilities incorporated in the new office will add to the convenience of customers.

PRESIDENT Fred G. Gurley of the Santa Fe System Lines climbed aboard a tractor for the actual groundbreaking.





TASKS THAT LIE AHEAD are emphasized by Jerome K. Crossman, center, re-elected for a second term as president of the Dallas Chamber of Commerce. He is pictured with Ed R. Maher, left, and Angus G. Wynne, Jr., chosen as vice presidents of the Chamber.

Jerome K. Crossman Heads Chamber for Second Term

JEROME K. CROSSMAN, oilman and civic leader, has been re-elected president of the Dallas Chamber of Commerce.

Elected to serve with Mr. Crossman were Fred O. Detweiler, president of Chance Vought Aircraft, Inc.; Ed R. Maher, Ford dealer; Angus G. Wynne, Jr., realty firm head and banker; DeWitt T. Ray, senior vice president of the Republic National Bank, and George Waverly Briggs, former vice president and senior trust officer of the First National Bank in Dallas.

The Chamber's 21-member board of directors named Mr. Detweiler, Mr. Maher and Mr. Wynne vice presidents; Mr. Ray, treasurer, and Mr. Briggs, national counselor.

The Chamber had one of its busiest years during Mr. Crossman's first term. Dallas' battle for competitive air service to major northern and eastern cities was one of his problems. Establishment in Dal-

las of Southwestern Regional Headquarters of the Post Office Department was another.

GEORGE WAVERLY BRIGGS



FRED O. DETWEILER

Under his presidency membership rose to a new high of 6,230, with 1,536 additions coming in this year.

Named "Headliner of the Year" by the Press Club of Dallas in 1954, Mr. Crossman particularly distinguished himself with his volunteer work on the Hamilton Park Negro Housing project, which acquired a new sub-division of nearly 700 homes for Dallas Negroes.

Mr. Detweiler has been a Chamber director since 1952; Mr. Ray, since 1951.

Mr. Wynne directed the appearance of the presidents of 25 leading Dallas firms before the Civil Aeronautics Board in Washington last year while serving as chairman of the Chamber's Aviation committee.

Mr. Maher has served in work of the Chest, the Crime Commission and the Citizens' Council.

Mr. Briggs has been active in the Dallas Historical Society, Texas State Historical Society, Gonzales Warm Springs Foundation and the Texas Philosophical Society.

DeWITT T. RAY



Dallas Names Fred Florence 1954 Salesman of the Year

WHEN Fred F. Florence got up last month to accept a plaque praising him as Dallas' Salesman of the Year, he dished out a little praise himself. Said Banker-Salesman Florence:

"The faith of businessmen and of all citizens of Dallas in their city is what makes it so easy to sell this fine community of ours."

The top salesman tag was fastened on Mr. Florence at the seventh annual distinguished salesman's dinner of the Dallas Sales Executives Club. The dinner was held in the Baker Hotel's Crystal Ballroom. And more than 500 representatives from 300 member corporations heard club President Max Clampitt speak of Mr. Florence's outstanding contributions to the business and civic achievement of Dallas.

Just four weeks earlier, four thousand top executives from banks and industries all over the country came to town and were thoroughly sold on Dallas, the Republic National Bank and Mr. Florence himself, the bank's president since 1929.

It was the largest group of top executives ever to assemble in the Southwest, and the dedication and opening of Republic's new \$25,000,000 home, rising 598 feet above the street, had a national and international impact.

The magnificent structure at Pacific and Ervay, of aluminum, glass and steel, has four basements and 36 stories above



DALLAS SALESMAN of the Year honor was awarded Fred F. Florence, right, by Max Clampitt, president of the Dallas Sales Executives Club, at the club's annual dinner in the Baker Hotel.

ground. Not only is it the tallest building in Texas, but only three other cities in America—Cleveland, Chicago, and New York—can boast taller ones.

Special entertainments for the out-of-townners, luncheons and tours of the new bank building, plus an elaborate dinner in the Automobile Building at Fair Park, including an appearance of Comedian Bob Hope, were part of the widely publicized program celebrating Republic's immense contribution to Dallas progress.

At the Sales Executives Club dinner, Mr. Clampitt traced Mr. Florence's rise

from a broom pusher (at age 15) in a small East Texas bank to his present position as head of the nineteenth largest bank in the land.

Mr. Florence is a golfer and duck hunter when his banking and many civic activities permit the time. And he and Mrs. Florence, the former Helen Lefkowitz, daughter of the venerable Dr. David Lefkowitz, have traveled extensively in Europe, Canada and Mexico. They have two adopted children, a grown son and daughter.

REPUBLIC BANK's colorful opening festivities included a mammoth dinner in the Automobile Building at Fair Park. Comedian Bob Hope entertained.

GOVERNOR SHIVERS, left, was among distinguished visitors. He is pictured with Republic's Board Chairman Karl Hoblitzelle, Mayor R. L. Thornton and Mr. Florence.

A HUGE THrong gathered at Republic National's Pacific Street entrance for ceremonies dedicating the gleaming new building. A host of nationally-famous talent entertained.





LEADERS OF THE RECORD-BREAKING 1954 membership committee included, standing left to right, Jack Hospers, Jim Randolph, Ed Marston, Jr., John Smith, Arthur H. Stern, and Jim Cabaniss, and, seated, Leonard Hamzy, Jim McBride, J. Ben Critz, vice president and general manager, Jerome K. Crossman, president, Pat Henry, Jr., and Vince Rohloff.

Luncheon Honors Membership Leaders

JEROME K. CROSSMAN, president, honored the chairmen and leaders of the 1954 Membership Committee of the Dallas Chamber of Commerce with a special luncheon at the Dallas Club.

The luncheon was Mr. Crossman's way of expressing appreciation to the men who successfully reached — and passed — the highest membership goal in the Chamber's history.

Volunteer workers of the Chamber signed up 1,536 new members last year, under the chairmanship of Melvin T. Munn. Total membership of the Chamber stood at 6,400 at the beginning of 1955.

The following is a list of new members for the month, listed with their address and Chamber representative:

Chapman Electric Company, 119-21 South Haskell; Clifford G. Chapman.

Edwin Tobolowsky, Tower Petroleum Building.

Fidelity Business Aids, 431 Fidelity Union Life Building; Gladys Kolp.

Strasser-Stone, 216 Oil & Gas Building; Herbert W. Strasser.

Ford Aircraft Sales & Service, 8222 Cedar Springs; Charles G. Ford.

Smith & Corona Typewriters, Inc., 1726 Canton; J. R. Mitchell.

Elizabeth Forsling & Associates, 3424 Douglas; Elizabeth Forsling.

Presley Meat Company, 1111 Hall; W. B. Presley and G. C. Sharpe.

Guarantee Fund Life Insurance Company, Reserve Loan Life Building; Helyn M. Smylie.

Moses & Cline Forest Products, P. O. Box 8173; Hobart I. Moses, Jr.

May-Jones, Republic National Bank Building; Lester May.

Lee Crum Insurance Agency, 1330 North Industrial; C. L. Crum.

Stein's Stores of Dallas, Inc., 1506 Main; Charles Libby.

Ed Hall, Photographer, 5503 Monticello.

Revere Copper & Brass, Inc., 5738 North Central Expressway; W. Russell Weil.

John Jordan Company, 3313 Knox; John Jordan.

Peggy Patton Real Estate, 4227 Herschel; Peggy Patton.

Marsalis Motors, 232 North Marsalis; P. K. Hodson, Jr., John H. Lynch and Hal Headrick.

Agricultural Chemicals of Dallas, P. O. Box 6013; H. A. Ford.

D. L. Whittle, 3709 Stratford.

F. & H. Electric Motor Service, 1114 Hord; Edgar Foote.

Paul C. Teas, Republic Bank Building.

August C. Hansch & Associates, Re-

public Bank Building; August C. Hansch.

Specialty Papers Company, 2039 Farrington; B. A. McKenzie.

Howdy Howard Enterprises, Howard Building, 4922 Greenville; H. B. Howard.

Pepsi-Cola Company, Mercantile Securities Building; Eugene B. Gilbert.

Paul Kirkpatrick Motors, 2100 Ross; Paul Kirkpatrick.

D. Leon Peavy Real Estate, Tower Petroleum Building; D. Leon Peavy.

Charles R. LaBarba, 7322 Westwood.

Bosco Service Station, 2701 Ross; P. S. Bosco.

Vogel-Swygard Associates, 113 Payne; A. C. Swygard.

J. D. Brown & Company, 2711 Inwood; J. D. Brown.

Vieaux & Campbell, M.D.'s, 4227 Herschel; Jules Vieaux, M.D.

The Dunne Company, 5526 Dyer; W. P. Dunne.

Earl L. Speer & Company, Inc., 4613½ Cole; Robert W. McGregor.

Henry Ezor Health Club of Dallas, 1521 Commerce; Henry Ezor.

Charles B. Russell & Associates, Great American Reserve Building; Charles B. Russell.

George E. Griffin, Jr., 715 Davis Building.

(Continued on Page 59)

Statement of Condition

DECEMBER 31, 1954

RESOURCES

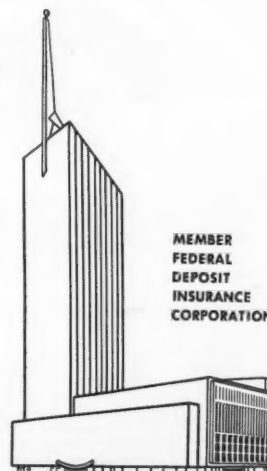
Cash and Due from Banks	\$226,167,371.65
U. S. Government Securities	134,440,158.94
State, Municipal and Other Securities	9,443,223.08
Stock in Federal Reserve Bank	1,800,000.00
Loans and Discounts	350,184,999.55
Bills of Exchange and Commodity Loans	33,428,021.94
Bank Building and Equipment	24,937,477.65
Acceptances — Customer's Account	21,600,397.88
TOTAL	\$802,001,650.69

LIABILITIES

Capital	\$ 27,000,000.00
Surplus	33,000,000.00
Undivided Profits	2,505,289.36
Reserve for Dividends, Payable January 3, 1955	\$ 62,505,289.36
Reserve for Contingencies	315,000.00
Reserve for Taxes, Etc.	6,166,917.32
Acceptances — Customer's Account	5,151,260.28
Deposits:	21,600,397.88
Individual	457,216,172.21
Banks	234,466,012.11
U. S. Government	14,580,601.53
TOTAL	\$802,001,650.69

DIRECTORS

KARL HOBLITZELLE, *Chairman of the Board*
 JOHN W. CARPENTER, *Chairman, Southland Life Insurance Co.*
 EDWARD H. CARY, JR., *President, Cary-Schneider Investment Co.*
 WIRT DAVIS II, *Investments*
 FRED F. FLORENCE, *President*
 R. B. GEORGE, *President, R. B. George Investments, Inc.*
 HAMLETT HARRISON, *Executive Vice-President, Trinity Universal Insurance Co.*
 J. M. HIGGINBOTHAM, JR., *Higginbotham-Bailey Co.*
 RALEIGH HORTENSTINE, *President, Wyatt Metal and Boiler Works*
 J. C. KARCHER, *President, Concho Petroleum Co.*
 J. L. LATIMER, *President, Magnolia Petroleum Co.*
 W. W. LYNCH, *President, Texas Power and Light Co.*
 LEWIS W. MACNAUGHTON, *President, DeGolyer and MacNaughton*
 B. F. McLain, *President, Hart Furniture Co.*
 STANLEY MARCUS, *President, Nelson-Marcus Co.*
 HOMER R. MITCHELL, *Chairman, Texas Employers Insurance Association*
 CHARLES R. MOORE, *President, Austin Bridge Co.*
 J. H. PEARLSTONE, *President, Pearlstone Mill and Elevator Co.*
 GEORGE HARVEY PENLAND, *Chairman, Southwestern Drug Corp.*
 LAWRENCE S. POLLOCK, *President, Pollock Paper Corporation*
 J. W. SIMMONS, *President, Simmons Cotton Oil Mills*
 R. L. TAYLOR, *Vice-President, Sears, Roebuck and Co.*
 JOE C. THOMPSON, *President, Southland Corporation*
 WILLIAM H. WILDES, *President, Republic Natural Gas Co.*



MEMBER
FEDERAL
DEPOSIT
INSURANCE
CORPORATION

This is your Republic — you are welcome here

REPUBLIC
NATIONAL BANK of Dallas

CAPITAL AND SURPLUS \$60,000,000 ★ LARGEST IN THE SOUTH

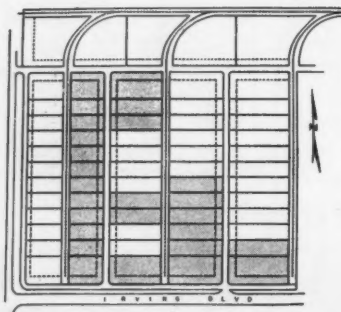
INWOOD INDUSTRIAL DISTRICT

Dallas' newest and most accessible industrial property



SOLD

OVER
THREE-QUARTERS OF A MILLION
SQ. FT. OF CHOICE INDUSTRIAL
SITES IN LESS THAN 60 DAYS!



\$700,000 Investment in Site Improvement

This plot of the First Installment of Inwood Industrial District indicates the concrete streets and rail spurs that represent the final step in site improvements. Grading, drainage improvements (worked out with the City of Dallas and the Corps of Engineers), and the installation of utilities which are underway call for a total capital outlay of \$700,000.

Most of the lots shown on the plot are 100' wide, with depths running from 212' to 386'. Those which have already been sold are indicated by shading.

Contact Your Real Estate Agent or

Southwest Industrial Properties, Inc.

DAVID D. MUTTON, JR., President

Dallas' need for well-planned industrial areas has been strikingly demonstrated by the response to the opening of the Inwood Industrial District. Formally opened only last November, it has already attracted a number of buyers who have purchased over three-quarters of a million square feet.

Carefully planned site improvements and desirable building restrictions partially account for the new area's popularity, but the principal factor is location. At Irving Boulevard and Westmoreland, it already has all concrete access to some of the county's most important highways, and this accessibility will soon be improved by such projects as Hi Line Drive, Westmoreland-Mockingbird, Hampton-Inwood, and Highway 77 Expressway. And rail spurs connect directly with the Rock Island Railroad's main line into Dallas from the Chicago-Midwest.

First National Bank Building—Dallas

5,600 Parking Spaces Gained in Four Years

A recent survey shows that Downtown Dallas has made a net gain of 5,600 spaces during the last four years.

Three thousand additional parking spaces will be provided by garages and lots now in the planning stage.

Almost 50 per cent of the gain has been made during the past year, spearheaded by the construction of multi-story garages by private enterprise.

The office of City Traffic Engineer W. H. Carsten reports a total of 23,993 parking spaces in the downtown area at the present time.

Ten ground-level lots and four multi-story garages were provided by private enterprise during 1954, adding some 2,500 spaces.

*

State Licenses Added. Republic National Life Insurance Company of Dallas has received licenses to write life, accident and health insurance in Florida and Maryland. The firm now operates in 29 states and through 37 agencies.



Named Directors of Texas Bank & Trust

Frederick O. Detweiler, left, president of Chance Vought Aircraft, Inc.; Peter P. Stewart, center, executive vice president and general manager of the Stewart Company, and Ralph B. Rogers, president of Texas Industries, Inc., have been elected new directors of Texas Bank & Trust Company. J. M. Hagggar, Jr., secretary-treasurer of the Hagggar Company was elected a junior director. The board elected Albert H. Cloud, Jr., as comptroller and re-elected all other officers.

S.M.U. Will Benefit. The Ponies Oil Company, owned and operated for the benefits of Southern Methodist University, has bought oil properties worth \$20,986,000 in the Kelly-Snyder field of Scurry County in West Texas. The University will start realizing return from the investment in 15 or 20 years.

Tool Firm Expands. The Brokaw Tool Company has leased a new buff brick, air-conditioned office and warehouse building at 1430 Slocum Street in the Trinity Industrial District. President C. E. Brokaw said the move represents an expansion for the firm, which wholesales hand tools to the plumbing, heating, electrical and air-conditioning trades.

The Bus Can ERASE TRAFFIC TANGLES

Every bus is a giant eraser of traffic tangles. It takes the place of 30 autos on Dallas streets . . . erasing jams which slow the tempo of commerce. With this in mind, don't you think the bus deserves the active support of every Dallas business leader?

Dallas Railway
A TERMINAL COMPANY





James K. Wilson To Open Village Store in April

James K. Wilson Company's Highland Park Village store, now under construction, is scheduled for opening in April. The 15,000-square-foot, two-story structure, on the north side of the shopping village, has a two-level basement park-

ing area that will accommodate 300 to 400 cars. Vice President James K. Wilson, Jr., said the firm's first suburban store, with almost as much space as the downtown store, will carry "downtown-sized clothing selections."

Finance Firm Operating. Texas & Western Finance, Inc., located at 6115 Denton Road, is now engaged in the consumer and installment-loan business through acquisition of substantial stock ownership in independently owned and managed finance companies. Officers are Morton J. Koval, president; John G. George, vice president, and Robert F. Toenges, secretary-treasurer.

★

Firm Opens Offices. Oil Field Collection and Discount Service, a new firm specializing in collections of oil field business accounts, has opened offices in the Gulf States Building. Co-owners of the new business are William R. Bearden and Paul Douglas. They plan branches in New York City and Chicago, Illinois.

Offers Special Services. Fidelity Business Aids, located in the Fidelity Union Life Building, is expanding its services, according to Gladys Kolp, founder and head of the firm. Dictating machine part-time accounts will be added for manufacturers' agents and other travelers who need to headquarter. Fidelity Business Aids also has plans for activity in the accounting field and the advertising and letter shop fields.

★

Corporation Court Added. The Dallas City Council has created a third Corporation Court and named Attorney James D. Gamble to head it. The additional court was necessary to handle the city's growing volume of traffic cases and other municipal litigation.

Building Due on Ross. The Members Mutual Insurance Company and the Texas Credit Union League have begun construction of a \$200,000 two-story office building at Ross and Annex. The two organizations bought the 150 by 350 foot property, part of the Munger Estate, for \$60,000. J. W. Lindsley & Company, realtors, handled the transaction. George Dahl is architect of the new building.

★

Opens Accounting Office. Arthur Klein, certified public accountant, has opened an office for the practice of public accounting at 906 Fidelity Building. Mr. Klein was associated with another C.P.A. firm prior to his recall in 1952 to active duty as a lieutenant commander in the Navy.

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TEXAS DELIVERY SERVICE — ST-4444





Construction of Insurance Center Gets Under Way

The Insurance Center, a 47,000-square-foot building is under construction in the 1900 block of North Akard and is scheduled for occupancy by October 1, this year. Owner and builder of the two-story structure, which can accommodate additional stories later, is the United American Insurance Company of Dallas, headed by C. L. Dunlap. United American will set up home offices in the center. Architect

George Dahl designed the building especially for insurance operations. O'Rourke Construction Company was general contractor; Beard Plumbing Company, mechanical contractor, and Fischbach & Moore, electrical contractor. The Insurance Center, occupying a city block bounded by Akard, Munger, St. Paul and Cochran Streets, will have off-street paved parking facilities.

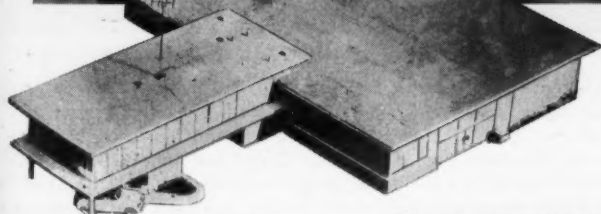
Magnolia Plans Move. Magnolia Petroleum Company's marketing division, which includes about 60 employees, is scheduled to move by March 1, 1955, from the Magnolia Building to the new Meadows Building on North Central Expressway at Milton. The marketing division will occupy the entire second floor of the Meadows Building, consisting of some 14,000 square feet of space.

Tulsa Firm Moves In. Invader Oil and Drilling Company has moved from Tulsa, Oklahoma, to Dallas and set up home offices in the Davis Building. A. C. Watson, president of the company, and a clerical staff of nine are now located in Dallas.

Occupy Larger Quarters. Monk Brothers, lithographic suppliers, has moved to larger quarters at 2027 Young Street. The air-conditioned space, totaling 5,000 square feet, allows for process cameras, darkrooms, layout room, plate and supply storage, sales-showroom and offices.

Auxiliary Warehouse. Shipper's Warehouse Company, Inc., has leased a 13,000-square-foot warehouse at 1006 Dragon Street in the Trinity Industrial District from Trammell Crow. This building will serve as an auxiliary warehouse for the company's expanding business. Jim Moran of Hudson & Hudson handled lease negotiations.

Lease on Ross Avenue. H. Lee Pierce, director and general manager of North Texas Well Log Service, the West Texas Electric Log Service and the Panhandle Electric Log Service has announced acquisition of a lease on a 6,500-square-foot building at 1407 Ross Avenue, owned by Dallas Tailor and Laundry Supply Company. The companies supply the oil industry with copies of electrical and radio-activity logs in North Texas, West Central Texas, Northwest Central Texas, West Texas, Panhandle, New Mexico and San Juan Basin. Henry S. Miller, Jr., of the Henry S. Miller Company, realtors, handled lease negotiations for the owner. Mr. Pierce was represented by Robert Beer and Daniel Levy of Miller Beer and Company, realtors.



RI-5882
INDUSTRIAL BLVD. & TURTLE CREEK

Serving Industry and Its Employees

FROM 7:00 A.M. TO 6:00 P.M.

INDUSTRIAL NATIONAL BANK OF DALLAS

Fort Worth - Dallas - Houston

Electrotyping

SAM ROSS McELREATH CO.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

1225 Mercantile Bank Building
PHONE RI-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

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Donald isn't a
Doubling Thomas!



He just doesn't have
"Continuous Vision"

Embarrassing incidents like this are often the result of your inability to see clearly without age-revealing head movements. If you'd like to regain the "continuous vision" of youth—clear, natural vision at all distances—see your doctor. He may prescribe Continuous Vision Lenses. Bring your prescription to us for accurate service and a complete selection of attractive frames.

"The Prescription House for the
Eye Physician"

SYLVESTER'S

Dispensing Opticians

Phone RA-6968
308 Medical Arts Building Dallas



D. Y. Robb Heads Civil Service Board

D. Y. Robb, left, placement officer and assistant to the president of S.M.U., has been named chairman of Dallas' three-member Civil Service Board, appointed by the City Council. Discussing plans for 1955 with Mr. Robb are Board members E. R. Haggar, president of Haggar Pants Manufacturing Company, and D. O. Tomlin, president of Dearborn Stove Company. R. A. Tipple, right, director of the Civil Service Department, works with the Board whose fundamental responsibility is that of protection of the tax payer against inefficient government personnel and protection of employes against political influence. The principal functions of the Board include job evaluation and classification to insure equal pay for equal work; examinations to select the best qualified applicants for job vacancies; performance ratings to encourage efficient performance of duties and provide for promotion based upon merit.



President of the Largest Chamber in South America

Jack Zerbst, president of the American Chamber of Commerce of Sao Paulo, Brazil, was greeted at Dallas Love Field this month by Roy Jenkins, manager of the foreign department of the Dallas Chamber of Commerce, and Mario Ubico, Braniff International Airways foreign sales coordinator. Mr. Zerbst, en route to Kansas City, for his first holiday in the States in eight years, was elected last year as head of the American Chamber of Sao Paulo which he says, "easily has the most members of any chamber in South America." He is managing director for the Union Carbide and Carbon Corporation of New York in Sao Paulo, where the firm has 6,500 employees.



Named Vice Presidents by Insurance Firms

Robert S. Stephens, left, and J. W. Miller have been elected vice presidents of Texas Employers' Insurance Association and Employers Casualty Company, companion insurance firms. Mr. Stephens, whose post will be vice president and agency director for Employers Casualty Company, attended Southern Methodist University and has been a special lecturer in insurance at S.M.U. since 1946. He joined Employers Casualty in 1929. Mr. Miller, a graduate of Texas Christian University, has been in the insurance business since 1941. He now will serve as vice president of the companion companies in charge of underwriting for Texas. He joined the insurance firms in the accounting department in 1936.



Graphic Arts Service Firm Established

Charles B. Russell & Associates, Inc., a new service organization for the graphic arts industry, has been established in the Great American Reserve Building, 2020 Live Oak. Charles B. Russell, right, is president of the firm and William Polvogt, Jr., vice president. The organization was formed to handle creative advertising art, copy and production problems for advertising agencies, public relations concerns and private firms of any size. Mr. Russell has had experience as production manager, art director and account executive for advertising firms in New York City, New Orleans and Dallas. Mr. Polvogt, a native Dallasite, formerly served as illustrator and art director for Chance Vought Aircraft Corporation.

New Firm Opened. The Montgomery Chemical Company, handling janitorial supplies, has opened at 13300 Harry Hines Boulevard, Carl B. Montgomery, head of the new firm, announced.

Third B&G Shop. A B&G Hosiery Shop will be located in the \$5,000,000 A. Harris & Company Oak Cliff Center, now being built. B&G has other shops at 1306 Elm and 215 West Jefferson.

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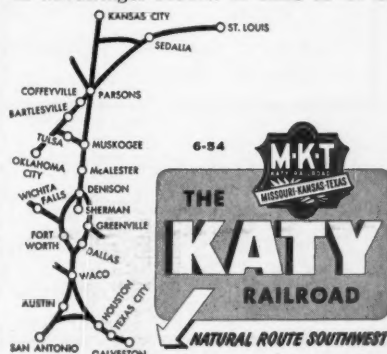
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We'll be glad to give you full details, no obligation, of course. Call RA-9321, Station 549.





DEDICATION CROWD admires mural on face of Stewart plant executed by Artist Miguel Covarrubias.

Stewart Company Dedicates New Plant

The new 50,000-square-foot plant of the Stewart Company, Ford tractor and farm implement distributors, has been dedicated at 11000 North Central Expressway. The installation, one of the nation's most modern farm equipment centers, takes in 21 acres. Of utilitarian brick construction, the main building houses storage, service operations and offices. Adjacent is a hardtop storage lot, and nearby is the Stewart Company's private helicopter landing pad. Remainder of the tract is occupied by Rocking Horse Ranch, experimental demonstration grounds. Company officers are Colonel Harry E. Stewart, board chairman; Paul J. Peters, president; Peter Stewart, executive vice president and general manager; Waldo E. Stewart, vice president and treasurer; J. L. McNabb, vice president and sales manager; Gordon Hall, secretary.



FORD vice president, Irving A. Duffey, right, talks with Colonel Harry E. Stewart at dedication.

Something to think about

BY HOWARD C. BOAZMAN



Howard C. Boazman

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Chamber and Dallas Bar Honors Jurist

Retiring United States District Judge William Hawley Atwell, center, was recently honored for his 64 years' service as advocate and judge at a luncheon sponsored jointly by the Dallas Chamber of Commerce and the Dallas Bar Association. Speakers at the luncheon were, left to right, Franklin E. Spafford, president of the Dallas Bar Association; H. Bascom Thomas, Jr., chairman of the board of directors of the Dallas Bar; W. W. Overton, Jr., chairman of the Chamber of Commerce committee to honor the jurist, and Jerome K. Crossman, president of the Dallas Chamber. Admitted to the Bar in 1890, Judge Atwell is senior in point of practice to all lawyers in Dallas. He was appointed U. S. District Attorney for the Northern District of Texas by President McKinley in 1898 and became U. S. District Judge for the same district by appointment of President Harding in 1922.

Bond's, Virginia Dare Join A. Harris Center

Bond's Clothing Stores, a national chain specializing in ready-to-wear for men and women, and Virginia Dare, ladies' and children's ready-to-wear chain, will occupy space in the A. Harris & Company Oak Cliff Shopping Center now under construction in Southwest Oak Cliff.

The announcement came from Arthur L. Kramer, Jr., president of the Dallas department store which is building the 30-acre, \$5,000,000 center.

Bond's branch store will follow the format of other Bond's stores throughout the country, including its store on downtown Main Street in Dallas, but is planned to blend with the over-all contemporary architecture and design of the A. Harris & Company Center. It will have about 18,000 square feet of floor space, making it the largest Bond store in the area.

The center's Virginia Dare store will be the thirty-second branch of the 50-year-old chain, and the first of the chain in Dallas.

The A. Harris & Company center is scheduled for completion around the middle of the year.

Ad Artists Association Compiles Art Directory

A 40-page book entitled "Advertising Art in Dallas" will be distributed to art buyers in the Dallas trade area during February.

The book is the first comprehensive directory ever printed of free-lance artists in the association. There is a complete alphabetical list of some 40 members, with photographs and drawings, along with short autobiographies of some of the members.

The 9x12-inch book contains both letterpress and offset reproductions, and is printed on both stipple-tone and enamel stock.

Sid Morehouse and Gerald Page headed committees compiling the book.

★

Office Building Underway. The \$200,000 Phil-Dor office building is under construction at 6615-17 Snider Plaza. It will be a two-story masonry building with 12,000 square feet of space. Owners are Morris Weinkrantz, Mrs. Jennie Weinkrantz, Phillip Weinkrantz and Mrs. Dorothy Levine. Completion is slated in March, 1955. Architect is Royal Strode.



Promoted by Republic National Life

Hilton Campbell, left, has been promoted to vice president in charge of planning by the Republic National Life Insurance Company, and Roy M. Wehrle has been advanced from assistant vice president of reinsurance to vice president and director of reinsurance field service. Mr. Campbell previously was associated with various departments of the Republic National organization. Mr. Wehrle joined Republic three years ago after several years of experience with two other life insurance companies and service as deputy insurance commissioner for West Virginia.

Hollywood-Maxwell Firm Buys Cedar Crest Site

The Hollywood-Maxwell Company, one of the country's largest manufacturers of brassieres, has bought a site in Cedar Crest Industrial Park and will put up a \$250,000 plant to serve the Southwest.

Hollywood-Maxwell's plans were disclosed by Col. Charles R. Tips, a partner in the Tips Company which is developing the industrial area in southeastern Oak Cliff, near Central Expressway.

The new plant will be a centralized assembling, packing and distribution headquarters, Colonel Tips said. The firm will be located across East Kiest Boulevard from the new 100,000-square-foot warehouse and office building occupied by Procter & Gamble and the 51,200-square-foot plant now under construction for Pollock Paper Corporation.

Hollywood-Maxwell's plant, fronting 330 feet on Kiest, will have 30,550 square feet of space. Jacob E. Anderson of Dallas is architect for the fireproof, monolithic concrete building which will be completed in March, 1955.

★

New Subdivision Opens. Oak Park Estates, located on Kiest and Rugged Drive, has been opened by the Vernon and James Smith Company. Lots vary in width from 75 feet to 100 feet and the subdivision will be restricted to homes of masonry construction in the \$20,000-\$35,000 range.

Farmers and Bankers Life Opens Dallas Agency

Alan G. Clark has opened a general agency in the Gibraltar Building for the 44-year-old Farmers and Bankers Life Insurance Company of Wichita, Kansas.

Mr. Clark came to Dallas and went into the insurance business after graduation in 1949 from Northwestern State College at Alva, Oklahoma.

He is a member of the Junior Chamber of Commerce and has been an active worker for the Community Chest each year of his residence in Dallas.

Agents who will be associated with Mr. Clark are Howard Malone and James L. Flowers.

★

Occupies New Building. The Tung-Sol Electric Company, with home offices in Newark, New Jersey, has occupied a new building at 1518 Slocum, in the Trinity Industrial District. The company makes electronic tubes and cathode ray tubes for television and other equipment, said M. C. Branum, sales representative whose firm, the Branum Company, also has moved into the new building.

★

Legal Office Planned. The Department of Agriculture has set up a legal office in the Terminal Annex Building to handle matters dealing with the Commodity Credit Corporation and the Farmers Home Administration.

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Young Men Going Places



Ben H. Carpenter

By Robert Carl

The 30-year-old executive vice president of the Southland Life Insurance Company, Ben H. Carpenter, was recognized this month as one of the Five Outstanding Young Texans of 1954.

This award, presented annually by the Jaycees, is no slight commendation and points up a business career already bedecked with accomplishment.

To say this young man works hard in his pursuits could hardly be exaggerated, for he thrives on almost any kind of progress.

In Ben's own words: "I have always liked to build things; watch them grow, develop and gain results."

Still a cattleman, perhaps it was in his boyhood days that Ben early began to appreciate the price of good production. On his father's ranch in the summer, he used to tend calves; managing and breeding them into larger herds, and finally developing them for market.

From this experience, he learned the

fundamentals of basic business operations. In fact, by the time he was 19, Ben independently had his disabilities removed according to law which enabled him to expand his cattle management to the larger managements of rural real estate properties.

While attending Highland Park high school, Ben served as advertising and as business manager of the school's annual. He was vice president of Quill & Scroll, and a member of the National Honor Society. Attending the University of Texas, he graduated in 1948 with a Bachelor of Business Administration degree.

An ardent reader with wide interests, Ben is well-qualified for his managerial positions. For instance, as chairman of Southland Life's investment committee, he is directly responsible for the investment of over \$28 million annually. This is in addition to his duties as chairman of the company's executive committee and to his direction of the proposed Southland Center project.

In 1951, Governor Shivers appointed Ben Carpenter to a six-year term as chairman of the Livestock Sanitary Commission of Texas, the state's principal regulatory agency for the billion-dollar livestock industry of Texas. As such, he is one of the youngest men ever to serve as head of one of the state's major governmental agencies.

As a Dallas Jaycee, Ben's interest in the Tidelands issue prompted him to present a resolution at the state convention. This treatise formed the basis at the National level for the adoption of a program advocating individual state ownership of the Tidelands.

More recently, Ben has been associated with the Trinity Improvement Association. Only this month he led a delegation of 60 interested men throughout the state to the Governor's Mansion in Austin, asking the Governor's personal indorsement of a bill introduced to the Legislature to establish a state authority for the regulation of the Trinity River.

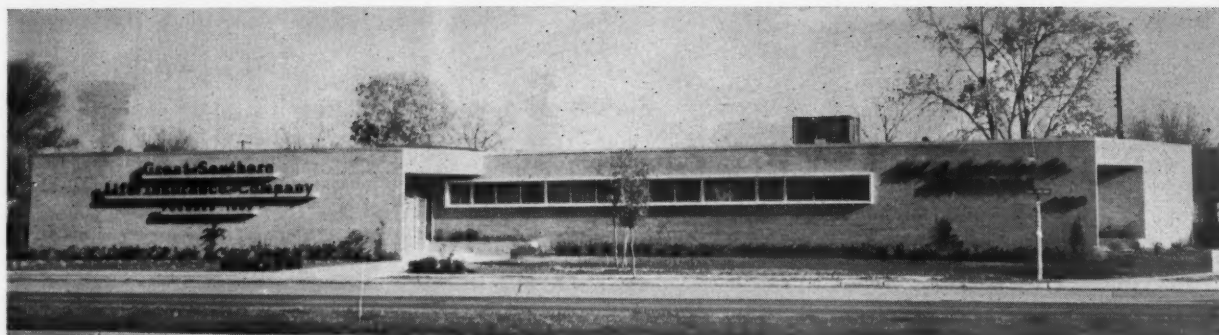
"Dallas has a tremendous future," Ben believes, "but its rate of growth is dependent upon the Trinity River development."

He advocates that the state provide power to develop the Trinity watershed for flood control, soil conservation, aid to agriculture and industry, and for barge traffic from the Gulf to Ft. Worth through Dallas.

Ben Carpenter serves many organizations on their board of directors, including the American Brahman Breeders Association, National Finance Credit Corporation, Texas Livestock Marketing Association, Texas Beef Council, and the Texas and Southwestern Cattle Raisers Association.

He is also a member of the Greater Dallas Planning Council and the Highway Committee of the Dallas Chamber of Commerce. This committee has been largely responsible for savings in excess of a million dollars in right-of-way acquisition in Dallas County.

In addition, Ben is a member of the Livestock Committee of the State Fair of Texas, and on the Board of Directors of the Dallas Agricultural Club. He serves also as president and general manager of the Crockett Company, a real estate firm, and is general manager of extensive farm and ranch properties in six Texas counties.



Two Firms Occupy Gulledge Building

The Hal A. Gulledge Company and the Great Southern Life Insurance Company's Dallas agency have moved into the new \$150,000 Hal A. Gulledge Building at 4310 North Central Expressway. The building has 6,000 square feet of floor space and a paved parking area in the rear. Decorated by Mrs. Cecille Hargrave, the quarters are completely carpeted, and the decorating emphasizes wrought-iron treatment and wal-

nut paneling. The architect was Jacob E. Anderson. Contractor was McFadden & Miller Construction Company. The Gulledge firm has been in the insurance business in Dallas for 28 years and handles various lines of capital stock insurance companies as well as acting as insurance counsellors. Great Southern Life has been operating in the Southwest since its founding in 1909 and has assets of more than \$150,000,000. Life insurance in force exceeds \$675,000,000.

Retail Store Opens. The Blue Bear, a new Dallas self-service general merchandise store, has opened in a new building at 7318 Harry Hines Boulevard. Harry Fleshin and his son, Robert Fleshin, formerly merchandisers in Cleveland, Ohio, are the owners and operators.

Licensed in Arizona. Mercantile Security Life of Dallas has been licensed to operate in Arizona. J. N. Nutt, executive vice president, said the company will have offices in the newly constructed First National Bank Building in Phoenix.

Health Center Opens. The Trinity Health Center has been opened at 2803 Alabama Street by Mr. and Mrs. Billie Neal, both of whom hold certificates of physical therapy. The center will offer physical-therapy, electro-therapy and hydro-therapy.

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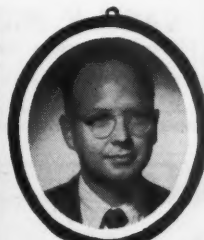
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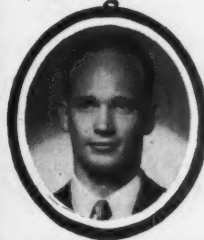
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Magnolia Men Promoted

E. J. Wacker, left, has been named vice president of Magnolia Pipe Line Company, and D. R. Wall has been promoted to manager of Magnolia Petroleum Company's crude oil purchases and sales department. Mr. Wacker, who will have charge of the pipe line company's engineering and communications and electrical departments, got his bachelor's degree in mechanical engineering from the University of Texas in 1938, joined Magnolia Pipe Line in 1939. He is a native of Kingsville. Mr. Wall, a graduate of Southern Methodist University, started his career as an office boy for Magnolia Pipe Line in 1941. In 1952, he was named assistant manager of the department he now heads. Magnolia also announced the promotion of Richard G. Watts to chief civil engineer and Clare J. Colman to assistant chief civil engineer.

Preston Area To Get New Apartment Project

Louis J. Hexter has announced that contracts for a multi-story luxury apartment project, costing \$10,000,000 to \$20,000,000, will be let within four to six months.

Mr. Hexter, senior partner in Hexter Title & Abstract Company who holds an interest in the project, said it would be built on the 50-acre tract at the northeast corner of Preston Road and Northwest Highway.

The project is being developed by Genell, Inc., of Dallas. Principal stockholders are Ira A. Rupley, Tom Lively and A. B. Cass, Jr.

Mr. Hexter said the project also will have 15 lots for two-story, two family duplexes and 22 lots for multiple family units.

Plans for the apartment section, only portion to be built by Genell, will be in architects' hands by about the middle of March.

Each apartment is expected to cost in the neighborhood of \$50,000. From 150 to 350 apartments are planned, depending on demand.

The site was acquired from Hugh Prather and family at a price said to exceed \$600,000.

Business Firms Urged To Help With Censuses

The Bureau of the Census, U. S. Department of Commerce, has launched censuses of business, manufacturers and mineral industries, and prompt co-operation of Dallas firms has been requested by Robert W. Burgess, census director.

Establishments engaged in retail, wholesale and service trades; in manufacturing, and in extraction of minerals are asked to complete reports on their business activities during 1954. Mr. Burgess asked that report forms supplied to the firms be completed accurately and returned to the Census Bureau promptly.

Business men all over the country have given their fullest endorsement to the census, according to Mr. Burgess.

Through census findings, management is able to detect trends, appraise markets, plan experiments and adjust methods in the light of reliable and full information. Census Bureau officials have pointed out.

★

B&W Store Opens. A new B&W Food Stores supermarket has been opened at Marsh Lane and Walnut Hill by Percy L. Bozeman, president, and Richard J. Wilson, vice president and operations manager. The mart has 8,000 square feet of space. The first B&W food store was opened two years ago at 2827 Greenville.

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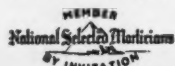


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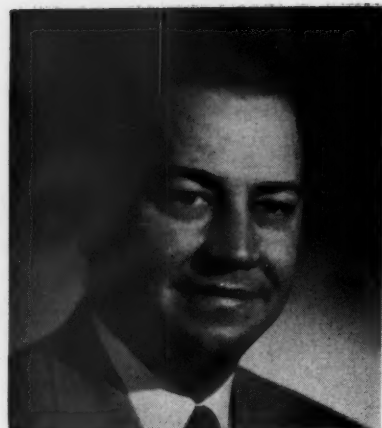
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**In A.P.I. Information Post**

Robert L. Atwell, Jr., vice president of Ray Smith Transport Company, has been named vice chairman of the Texas Oil Industry Information Committee. The assignment puts him in command of the American Petroleum Institute's public information and service program in 141 counties in North, West and East Texas.

★

The Dr. Pepper Company has named VOLNEY B. MARTIN, personnel director. Mr. Martin has been with Dr. Pepper since 1943.

★

ROBERT H. HALLERMAN, JR., has been promoted to manager of the air conditioning sales and design section of the Lone Star Gas Company's Dallas distribution division.

★

F. JOE BRIDGES has been promoted to Dallas regional director of Blue Cross-Blue Shield, and RAYMOND C. MORRISON, JR., has been promoted to district supervisor and transferred to Dallas from Waco.

★

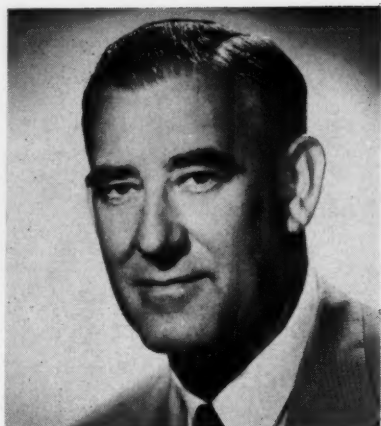
New staff manager of the Dallas district office of the Prudential Insurance Company of America is QUENTIN R. WOLFF, formerly an agent for the company in Waco.

★

NED MEYERSON, formerly of Shreveport, Louisiana, has joined the Dallas agency staff of Great National Life Insurance Company as a salesman.

★

The Northwest District of Circle Ten Council of Boy Scouts of America, has elected as its chairman JACK G. BISHOP, Dallas insurance man.



British-American Official

John J. Arps has been appointed vice president in charge of the economics and evaluation department of the British-American Oil Producing Company. Mr. Arps is a native of the Netherlands and was graduated from the Technical University of Delft, Holland, in 1932. He served with another oil company in Eastern Europe, the Far East, South America and the United States before joining British-American as district engineer for the Gulf Coast area in 1940.



Heads Dairy Production

Mason Copeland, a 20-year veteran of the dairy industry, has been named general superintendent of production for Oak Farms Dairies, Texas' largest independent dairy. Mr. Copeland joined Oak Farms as production manager of the Dallas plant in 1950 after previous experience with dairies in Virginia, Pennsylvania and North Carolina. In other expansion operations, Oak Farms named Aubrey Stroup, former East Texas division manager, as general purchasing agent, and Rex Watts, former quality control supervisor, as director of research.

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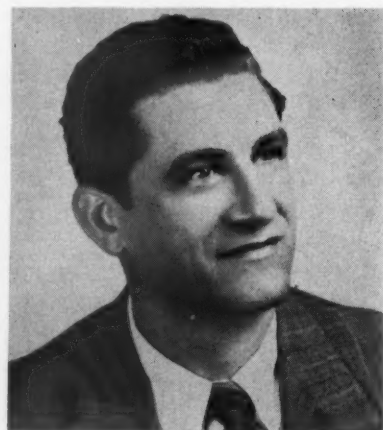
Offers Expanded Service

Bill Sherrill has announced that Sherrill-Lloyd, a Dallas-based public relations firm for the last nine years, now is the W. W. Sherrill Company, offering complete advertising facilities as well as public relations and publicity counsel. Mr. Sherrill has moved to larger offices at 2609 Cedar Springs and will handle national as well as local and regional accounts. Formerly a newspaperman, he served for four years as public relations director for Consolidated Vultee Aircraft Corporation at Fort Worth.

Investment Bankers



DALLAS ★ TEXAS



Heads Fashion Center

M. C. Feldman, owner of the Leighton Manufacturing Company, is president of the Dallas Fashion Center for 1955. Other newly-elected officers: Harry Akard, vice president; Mrs. Ruth Fair, secretary, and Allen Gold, treasurer. Mrs. Clyda Johnson will continue as managing director of the promotion center for Dallas apparel manufacturers.

★

MRS. AVA LEE PAULSON is new manager of the Dallas store of Tall Fashions, in the Fidelity Union Life Building.

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Edits Medical Journal

Millard J. Heath, executive secretary of the Dallas County Medical Society, has been named managing editor of the *Dallas Medical Journal*. The journal is a scientific publication issued monthly by the Dallas County Medical Society.

★

HARRY G. CLARK, former newspaperman, now is sales promotion representative of the air-conditioning division of Dallas' Westinghouse Electric Corporation.

★

Dallas attorney WILLIAM NORMAN HAMILTON has received a temporary appointment as assistant United States attorney with the Dallas federal district attorney's office.

★

CHARLES C. DODSON has been named branch manager of the Southern Provident Life Insurance Company's Oak Cliff agency.

★

THOMAS H. AUSTIN has joined the reinsurance division of Republic National Life Insurance Company of Dallas as assistant vice president.

★

BRUCE M. STEERE has been elected president of Dallas-based Southern Insurance Company. Mr. Steere also is a director of Allied Finance Company and president of the Ferguson-Steere Motor Company.

★

SIDNEY LEE, head of Dallas Laboratories, has been elected to the board of governors of the American Association of Consulting Chemists and Chemical Engineers.

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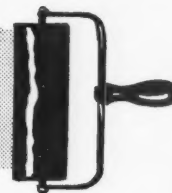
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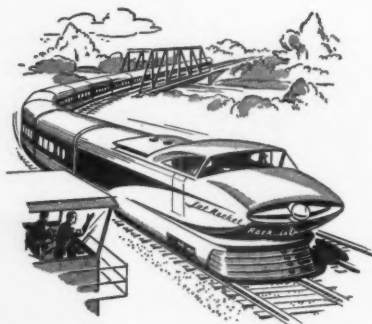


Many years ago a phrase was coined:
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This phrase is usually referred to as the Rock Island Lines' slogan. But it is more than a slogan—it's an inspiration, a business directive, a constant reminder that this is one railroad where *planning* is habitual and *progress* the rule.

Planned Progress! Just what has it meant to the Rock Island? Expressed in terms of more efficient operation, it has meant a smoother roadbed—fewer curves, dips and elevations—modern yard facilities—diesel powered ROCKET FREIGHTS—the popular streamlined ROCKETS, including that transcontinental favorite, the GOLDEN STATE.



Yes, Planned Progress has meant many things. And it will continue to mean many things—for example, the new "Jet Rocket" streamliner, scheduled for service late in '55.

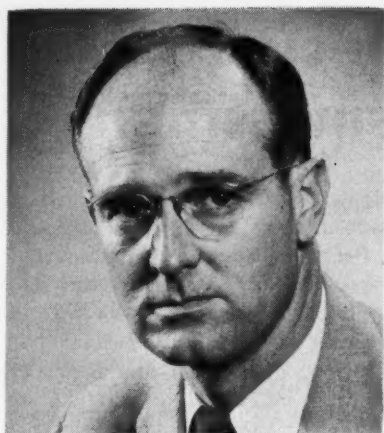
As we step into the New Year be assured that the Rock Island will provide a 1955 service for its 1955 patrons.

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L. R. RAGOT, Asst Gen'l Freight Agent
Rock Island Lines, Cor. Commerce and Field Sts.
Phone: RAndolph 4164
Dallas 2, Texas

Rock Island Lines *The Road of Planned Progress*



Heads News Photographers

Clint Grant, a staff cameraman of the *Dallas Morning News* since 1949, this month was installed as president of the Dallas-Fort Worth News Photographers Association. Mr. Grant's pictures have won national acclaim for himself and the *News*—particularly in the field of animal photography. Lou Earle, newsreel cameraman for KRLD-TV, was elected a vice president of the association; Ferd Kaufman, *Dallas Times Herald* photographer, secretary, and Joe Laird of the *News*, treasurer.

★

The Dallas office of the Armstrong Cork Company now has BERT JOHNSON, formerly with the firm's Denver office, as its assistant manager.

★

Z. P. KING has been appointed manager of the Dallas city agency of the Gibraltar Life Insurance Company of Dallas.

★

D. EASLEY WAGGONER, president of United Fidelity Life Insurance Company, has been appointed to the American Life Convention's Investment Problems Committee.

★

E. O. SIKES has been named traffic department general agent at Dallas for Kansas City Southern Railway and O. J. DAY has been named the road's Dallas commercial agent.

★

J. KIRBY McDONOUGH, president of The Murray Company of Texas, Inc., has been appointed to the Industrial Problems Committee of the National Association of Manufacturers.

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MASSAGE with heavy vibrator and infra-red radiation is given a Dallas businessman by Thomas Bessant, physio-therapist.



ABOVE is shown some of the special equipment in the massage and treatment parlor. Below are two of the ten exercycles at the club.



Health Club Specializes In Need of Businessmen

THE opening of the Henry Ezor Health Club provides another first for Dallas. Establishing a new standard for technical equipment and appointments and staffed by graduate physio-therapy technicians and experts, this institution is designed to supplement and cooperate with the medical profession in the protection and conservation of the health of Dallas' top flight executives.

Returning to Dallas, where he has an established reputation in the health building field dating back more than a quarter-century, Henry Ezor and his associate, Garrett D. Combs, have established this new health club under the actual supervision of leading members of the medical profession.

All members must undergo physical examination prior to utilizing the services of the club. A close association between the members, doctors and management of the club is maintained at all times. Prescribed treatment and programs are determined in discussions with doctors so that maximum results may be attained. Peculiar to the equipment and service of this club is the ability to provide exercise and body conditioning for members who have suffered heart attacks or illnesses of a similar nature.

Over-all medical supervision of the club is under the direction of Dr. Sam Minter Hill. Medical examiners of the club include Dr. Ben R. Buford, Dr. Joe H. McGuire, Dr. C. D. Franklow, Dr. J. E. Rothchild, Dr. W.J. Allison, Dr. E. L.

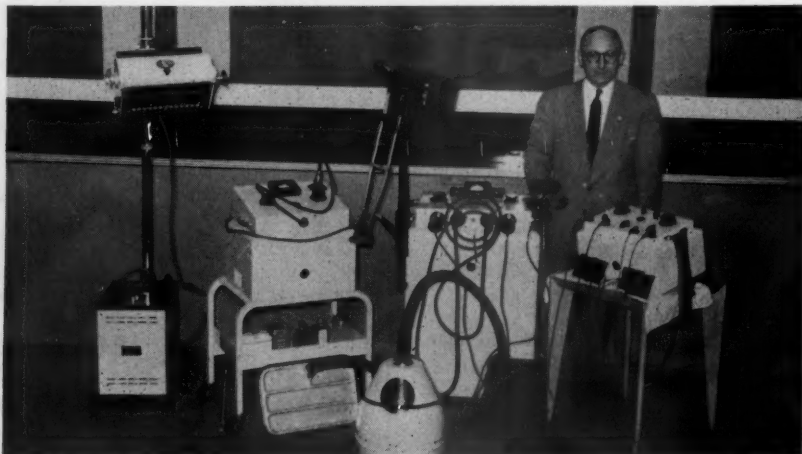
Rippy, Dr. Hall Shannon and Dr. G. T. Ruess.

Henry Ezor's reputation in the field of physio-therapy, physical culture and health building are well known to Dallas business and professional men. In 1921 Henry Ezor came to Dallas as physical education instructor of the Dallas Country Club. In 1925 he assumed the position of physical director of the City Club of Dallas. Later, he operated his own health club at 1209 Main Street and in the Adolphus Hotel. In 1942 he joined the Army Air Force as an instructor and director of physical education. In this capacity he devised and established physical training routine and procedure for the entire Fourth Corps Area.

Following the end of World War II, Henry Ezor became associated with his old friend, Cecil Birchter, president and chairman of the Board of Birchter Corporation of Los Angeles, the world's largest manufacturers of electro and hydro-therapy equipment. During the post-war years he served as field survey engineer for this company among the leading members of the medical profession.

Dr. Garrett D. Combs, the other half of the club's management is a specialist in electronics, industrial engineering, and management. A native of Florida, he was associated with Douglas Aircraft Company before serving with the United States Army in the South Pacific as a line officer and later as director of the control division in the general headquarters.

SOME OF THE SPECIAL EQUIPMENT now available in Dallas is shown by Henry Ezor.



Four New Public Schools Scheduled for Opening

Four new public elementary schools were scheduled to be opened by the end of January.

Supt. W. T. White said part of a fifth new school might also be opened by January 31, as well as one gymnasium addition.

The new schools — representing a portion of Dallas' tremendous effort to keep up with the city's expanding population — are Clara Oliver, 4010 Idaho; Dan Rogers, 5314 Abrams; Stevens Park, 2621 Guerin, and Victor Hexter, 9700 Waterview.

Dr. White said that part of the L. V. Stockard Junior High School might be ready by month's end and that the addition to N. R. Crozier Technical High's gym should be completed.

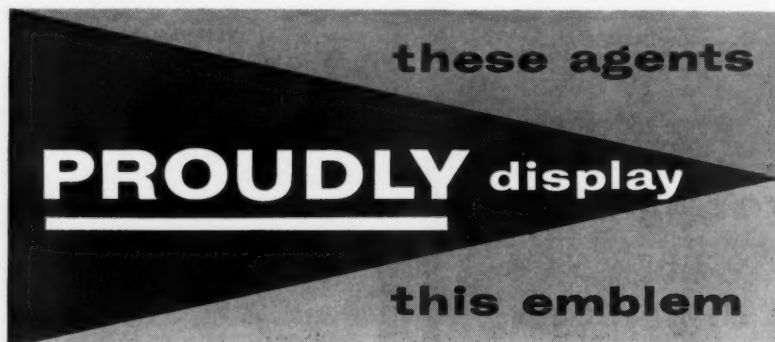
Teachers and students of the Stevens Park and Victor Hexter Schools have been holding classes in temporary wooden buildings on the campuses.

In all, 27 Dallas public schools are now under construction or planning as part of the 1952 bond program.



New Officers of the Petroleum Engineer

Joe B. Woods, right, standing, has been elected president of the *Petroleum Engineer*, petroleum industry publication produced in Dallas and distributed internationally. Other officers pictured are, standing, Abbott Sparks, left, vice president and director of advertising, and Frank H. Love, vice president and editor-in-chief. Seated is W. T. Bryan, chairman of the board of the trade journal.



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Slay & Co.
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Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
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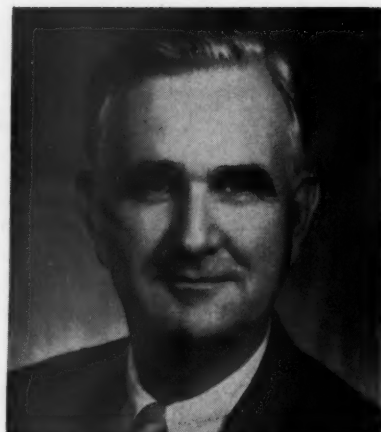
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Named N.I.C.B. Trustee

W. W. Overton, president of W. W. Overton and Company, has been elected a trustee of the National Industrial Conference Board. Mr. Overton has been active in the work of the Board since 1952, when he was elected a board member. A member of the board of governors and chairman of the finance committee of the American National Red Cross, Mr. Overton is chairman of the board of the Texas Bank and Trust Company. He is also a member of the executive committee of Burrus Mills, Inc., director of the Southland Corporation, director of the Southwestern Life Insurance Company, and member of the executive committee of Chance Vought Aircraft, Inc.



Named by Hotel Men

G. C. French, manager of the White-Plaza Hotel, has been chosen to head the Dallas Hotel Association this year. Other officers: vice presidents, Fred N. Stones, manager of the Southland; R. G. Dillard, resident manager of the Adolphus; E. K. Clark, manager of Hotel Dallas; treasurer, Mrs. Naomi Green, the Highlander's manager, and secretary, Miss Connie Sherman.



Vice President and Cashier

W. H. Holloway has been appointed vice president and cashier of the Federal Reserve Bank of Dallas. With the bank since 1919, Mr. Holloway has been vice president of the Houston branch since 1947. He also has served the bank as general auditor in Dallas and as vice president in charge of the San Antonio branch. Federal Reserve also appointed W. McCaddin Pritchett as executive assistant and T. A. Hardin as assistant cashier.

★

New head of the Dallas Retail Credit Managers' Association is WILSON W. WHATLEY. Other new officers are J. E. WILLIS, JR., first vice president; JOHN W. STOVALL, second vice president; WILLIAM F. COFER, JR., treasurer; J. E. R. CHILTON, JR., secretary, and MISS CHELLIE SUE BRAGG, assistant secretary.

★

WILSON H. BENSON now is superintendent of aircraft maintenance, overhaul and modification operations at Temco Aircraft Corporation's Dallas plant. CARL M. LEWIS has been elevated from general foreman of parts control to assistant superintendent in charge of parts and tool control.

★

WILLIAM R. McDOWELL has been promoted to general attorney and commerce counsel for Texas and Pacific Railway. TOM L. FARMER was named assistant general attorney.

★

J. E. McGRATH has been transferred from Lubbock as district representative of Standard Brands in the Dallas area.

★

Attorney SAM H. FIELD has been appointed Dallas area chairman of the Texas Oil Industry Information Committee.

LANDAUER and SHAFER

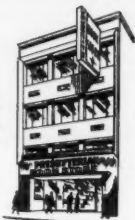
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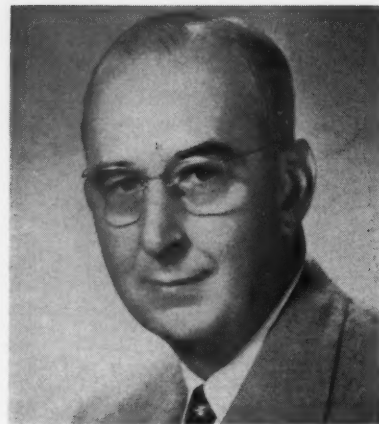
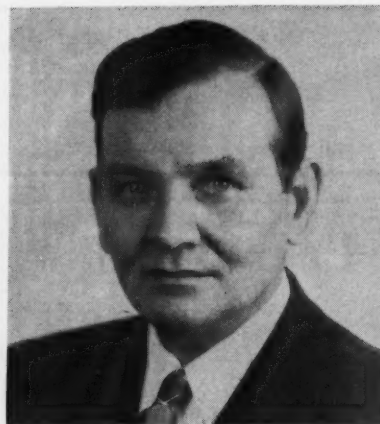
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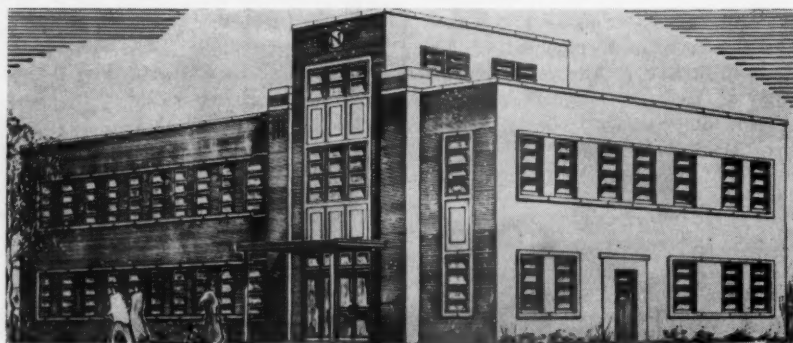
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Named Branham Company Vice Presidents

Sloane McCauley, left, and George T. Harding, have been elected vice presidents of the Branham Company, national newspaper, radio and television representatives. The Branham Company represents 21 newspapers, 24 radio stations and 11 television stations, including the *Dallas Times Herald* and KRLD-AM and KRLD-TV. Mr. McCauley will supervise the newspaper operations; Mr. Harding the radio-TV operations of the Branham Company. Offices are in the Fidelity Union Life Building.

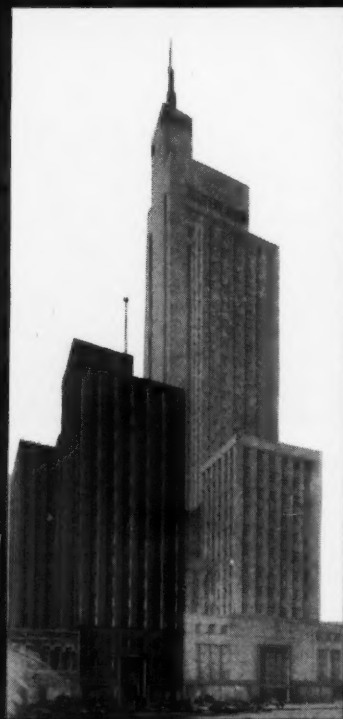


Neuhoff Plans \$150,000 Office Building

Neuhoff Brothers, Packers, 2821 Alamo, has completed plans for a \$150,000, two-story office building across from the packing house. Construction is scheduled to begin in March. The 10,000-square-foot structure will afford 5,000 additional square feet of space in the packing house that will be used for sausage manufacture and employ locker room areas. The new building will provide space for executive and general offices, personnel dining rooms, conference rooms, and many departments. It is scheduled to be occupied by June 1, according to Henry Neuhoff, Jr., president of the 23-year-old firm.

To Manage Properties. San Juan Exploration Company has contracted to manage and operate Producing Properties, Inc., recently formed by a \$10,600,000 sale of securities to the public. Robert J. Bradley heads San Juan. A. Knox Tyson, of Houston, is president of Producing Properties. Mr. Bradley said that San Juan, as largest stockholder of Producing Properties, will handle all negotiations and arrange for purchase, as well as operation, of any new properties acquired by the properties firm.

Tools Firm Formed. The Southwest Industrial Sales Company has been founded by Harrell Wilson, Frank H. Scheffler and Ray T. Dowdy. The company purchased the Burnett Tool Engineering Company and consolidated with the Scheffler Tool and Engineering Company immediately after incorporation. The new firm, temporarily located at 2526 West Mockingbird Lane, plans a modern building of about 5,000 square feet at the same address. It will specialize in cutting tools.



Your Dallas **Santa Fe** *Traffic Offices*

*have moved to their new locations in the
 Mercantile Securities Building*

To keep in step with metropolitan Dallas, your new Santa Fe traffic offices have been moved to more convenient locations.

The new Ticket Office is now at

1800 MAIN STREET

(and in spite of the address, it's right in the middle of the block) next to the Mercantile Securities Building entrance.

The new Freight Traffic Offices are on the Tenth Floor of the Mercantile Securities Bldg., away from the hustle and noise where you can quietly talk over your shipping problems. That address is

**1030 MERCANTILE
 SECURITIES BLDG.**

And, for patrons visiting Santa Fe's Ticket Office for tickets, information and reservations, there's Two Whole Hours

FREE PARKING

at the Dalpark Garage, 1604 Commerce (it's right across from Neiman-Marcus). Your Santa Fe representative will stamp your parking stub.



For help with your traveling or shipping problems, just call your Dallas Santa Fe representative at

P R o s p e c t - 6 3 0 1

P. H. SWINNEY, *Division Passenger Agent*

J. D. WHITMAN, *Division Freight Agent*

RESIDENTIAL — COMMERCIAL — INDUSTRIAL



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Find Better Employees For You—

Because we carefully interview, select, and weed out those not fitted, and furnish details of background, experience, ability and limitations of each Applicant referred.

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403 Oil & Gas Bldg.	ST-5235
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Oil & Gas Bldg., 318 N. St. Paul	ST-5191
KARR Associates	
1201 Davis Bldg., 1309 Main St.	RA-4351
MARTIN—YOUR TOWN-NORTH AGENCY	
7713 Inwood at Lovers Lane	EL-0349
METROPOLITAN EMPLOYMENT SERVICE	
Rio Grande Bldg.	RI-5016
OAK CLIFF PERSONNEL SERVICE	
324½ West Jefferson	WE-4661
SACKS EMPLOYERS SERVICE	
438 Wilson Bldg.	PR-0694
SALTER EMPLOYMENT SERVICE	
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TO YOU!



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EMPLOYMENT
BOARD OF
DALLAS

KNOWLEDGE • INTEGRITY • SERVICE



Insurance Firm Partner

Willard Crotty has joined the firm of Ellis-Smith & Company, insurance agency, as a partner. Mr. Crotty is a former president of the Dallas Association of Insurance Agents and also of the Southwestern chapter, Chartered Property and Casualty Underwriters. He has been in the insurance profession in Dallas for the last 15 years and has operated his own agency for the past two years. The Junior Chamber of Commerce named him "outstanding young man" in 1948.

★

TRAVIS T. WALLACE has been elected to his third term as president of the Institute of Insurance Marketing at Southern Methodist University. A. R. (BERT) JAQUA was re-elected vice president and director; E. C. (CHUCK) GAINES, executive associate director, and CLARENCE SKELTON, secretary-treasurer. L. MORTIMER BUCKLEY was named chairman of the executive committee.

★

M. F. HAZEL has been named vice president in charge of sales of the Oil Well Supply Division of United States Steel Corporation. ALEX QUAYLE becomes director of engineering; LLOYD E. TRACY, vice president in charge of merchandise; DAN H. BARR, assistant to the vice president in charge of sales; RALPH W. RAGER, vice president in charge of manufacturing, and GORDON M. AM-STUTZ, assistant to the vice president in manufacturing.

★

TED R. ALEXANDER has been elected an assistant vice president of the Texas Bank and Trust Company, and CALVIN R. E. STONE has been named an assistant cashier.



Heads New Sales Office

Charles W. Hopkins has been named manager of the newly established Dallas sales office of United States Steel Supply, warehousing division of U. S. Steel Corporation. Mr. Hopkins joined U. S. Steel in 1927 in the Dallas office of American Steel & Wire Division. He will be assisted by A. R. Schmitt, customer service representative, who comes to Dallas from Pittsburgh, Pennsylvania, where he has been associated with U. S. Steel for 39 years. The new U. S. Steel Supply office is located at 1016 First National Bank Building.



Chest Publicity Director

Mrs. Virginia Cameron has been appointed publicity director of the Dallas County Community Chest. A graduate of Southern Methodist University, she has been a reporter-editor for several newspapers and magazines and has done publicity work for commercial firms and institutions. She has been active as a volunteer in social welfare circles throughout her residence in Dallas. Mrs. Cameron has appointed Miss Jean Harker, former reporter on the *Kansas City Times*, as her assistant.



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ...based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS



How to
become a
Dallasite
...in one
easy step

Last year thousands of people made Dallas their new home.

It was easy — they just moved right in.

Dallas' developers, architects, and builders provided residential construction to meet our growing city's demands, while they were building the business plant that attracted our newcomers.

Closely linked with this healthy growth is T. J. Bettes Company, financing all types of new residential and business construction in Dallas since 1939.

Today, in T. J. Bettes, Dallas finds the complete loan services it needs — and will continue to need, as Dallas continues to grow.

T. J. BETTES COMPANY

and Bettes Insurance Agency of Dallas
212 North Field

~~~~~  
Your every requirement executed by Master  
Craftsmen . . .

at

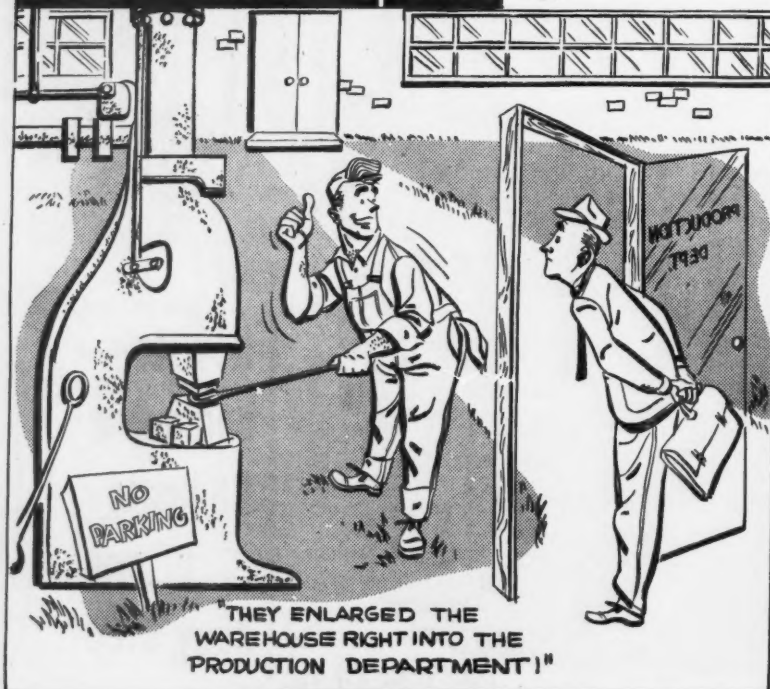
## OTTO COERVER COMPANY

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TA-9504

Dallas  
TA-5503

Custom Made Fixtures for Banks—Stores—Executive Offices

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MARKLE is the mark of



clear across the Southwest

Let our WAREHOUSE stock it for you.

Production space is most profitable when used for production. Progressive industry earns greatest profits by using a warehouse company, not a company warehouse. Progressive Markle Steel Company service means deliveries nearly as fast as from your own stocks.

PIONEERS IN STEEL WAREHOUSING FOR THE SOUTHWEST

# MARKLE

# STEEL CO.

1709 DELANO STREET

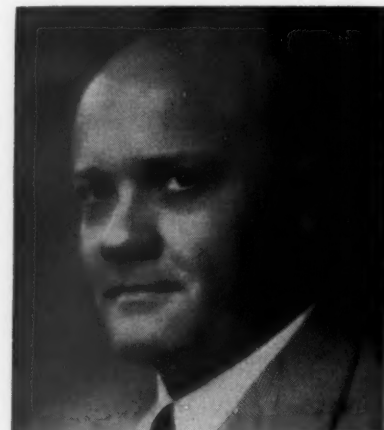
Blackstone 6611

HOUSTON, TEXAS



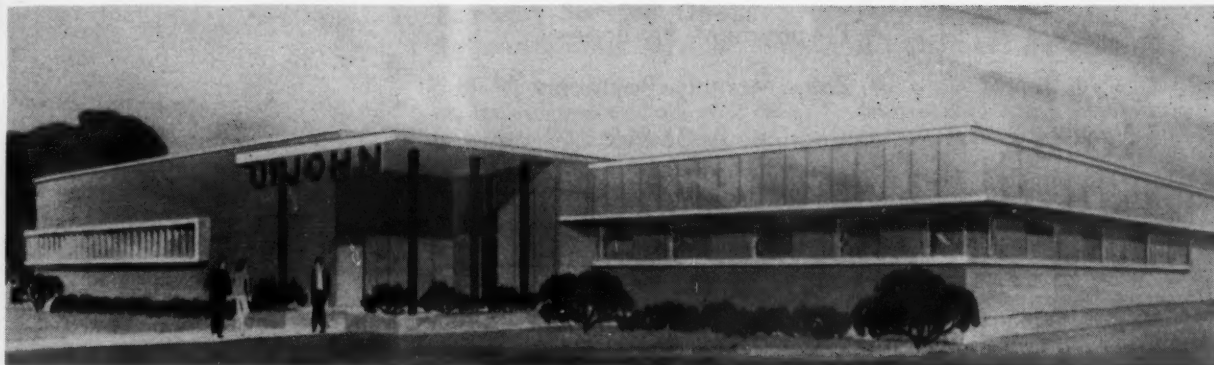
### Heads Insurance Company

James M. Collins has been elected president of the Fidelity Union Life Insurance Company. Mr. Collins, who had been executive vice president since 1952, has been in the insurance business since 1938. He is a graduate of Southern Methodist University and holds master degrees from Northwestern University and Harvard School of Business Administration. He is a director of Vent-a-Hood Company, Mayflower Investment Company and the Itasca Cotton Mill.



### Will Head Chest Drive

L. T. Potter, executive vice president of the Lone Star Gas Company, will be chairman of the Dallas County Community Chest campaign this fall. In accepting the chairmanship, Mr. Potter took on the responsibility of raising more than \$2,000,000 for support of the Chest's 37 agencies. A native of Dallas, Mr. Potter is past president of the Dallas Petroleum Engineers Club, a member of the Dallas Petroleum Club and the Dallas Park Board. During the Korean War he served as a consultant to the Petroleum Administration for Defense.



### Upjohn Builds New Branch Office on Expressway

The new Dallas branch office of the Upjohn Company is now under construction at 4114 North Central Expressway. The building, a one-story structure, will have about 31,000 square feet of floor space and will accommodate both warehousing and office facilities. Completely air-conditioned, it will have

a modern kitchen and dining room to serve 40 employees. Upjohn's Dallas branch serves all of Texas as a sales headquarters and distribution center for the Kalamazoo, Michigan, firm's complete line of pharmaceutical products. W. M. Arthur is Dallas sales manager and M. A. Smith is office manager.

**Bell & Howell Agent.** The George H. Mitchell Company, 1420 Dragon Street, has been appointed special representative of the Bell & Howell Company, manufacturers of 16mm motion picture projection equipment. The Mitchell company, owned by Lawrence E. Logsdon and T. B. Reed, will service industrial, school and church markets, helping these special accounts select the equipment best suited to their needs.

★

**New Tailoring Shop.** Bob Watson and Bill Cunningham have opened the Custom Shop, Tailoring in the Praetorian Building. Formerly associated with another Dallas tailoring concern, they have had many years of experience in the business.

**Leiter Opens Warehouse.** Leiter Manufacturing Company, designers and manufacturers of women's sportswear, has opened a shipping and warehouse building at 1216 North Industrial Boulevard in the Trinity Industrial District. General Manager Bradley Leiter said that the six-year-old firm, while expanding, would retain its main offices at 501 Elm. The new 5,600-square-foot warehouse building is of buff brick. Carl Wright will manage it. H. P. Cannon owns the building, on which Williams and Wagner were general contractors. Tom Whitley of Howell H. and Jack D. Watson, realtors, handled the lease.

**Preferred Gets Moved.** Preferred Life Insurance Company has moved to its new home office building at 318 North St. Paul. Preferred, formerly located at 2220 Main, bought the new six-story building from the J.A.S. Corporation of Dallas last September. The company will occupy two entire floors of the building with offices on other floors also.

★

**Warehouse Leased.** J. I. Holcomb Manufacturing Company of Indianapolis, Indiana, makers of janitor supplies and brushes, has leased a 6,000-square-foot warehouse at 1310 Dragon Street in the Trinity Industrial District. Lease arrangements were handled by Jim Moran of Hudson & Hudson.

**SERVING BUSINESS and INDUSTRY**

**FELIX HARRIS & CO.**  
*Insurance*

212 NORTH FIELD STREET, AT PACIFIC  
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FELIX HARRIS

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## Low Cost Home Loans

- Prepayment Privileges
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**DALLAS FEDERAL**  
*savings and loan association*

MAIN OFFICE • MAGNOLIA BLDG.

Dallas' Oldest  
Savings and Loan  
Association

# GROWING...

... because we are pledged  
to serve the growing needs  
of a Growing Dallas.

## CLASSIFIED Parking System

### MR. EMPLOYER ( 5 TO 500 EMPLOYEES )

Would You Be Interested in the Following Benefits for  
Your Employees at

### NO COST TO YOU?

- Weekly indemnity in addition to Workman's Compensation when injured while working.
- Indemnity when injured away from work.
- Indemnity in full for sickness whether sickness occurs while working or not.
- Accidental Death and Dismemberment Benefits.
- Wholesale Life Insurance.

We can show you how you can provide your employees with better protection at lower cost than they can hope to obtain individually.

FOR COMPLETE DETAILS WITHOUT OBLIGATION

Phone or Write

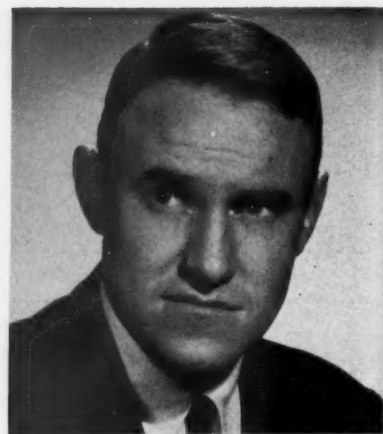
**H. D. HASTINGS**

EM-6688

**AMERICAN INVESTORS LIFE INSURANCE CO.**

P. O. Box 204

DALLAS, TEXAS



### Security Dealers' Chief

John W. Turner, president of Eppler, Guerin & Turner, investment bankers, has been elected to head the Dallas Security Dealers' Association. Other officers: Thomas Walker, vice president; Perry McPherson, treasurer, and Bud Smith, secretary. Roderic B. Thomas, Bob Ward and Taylor Almon were elected directors.



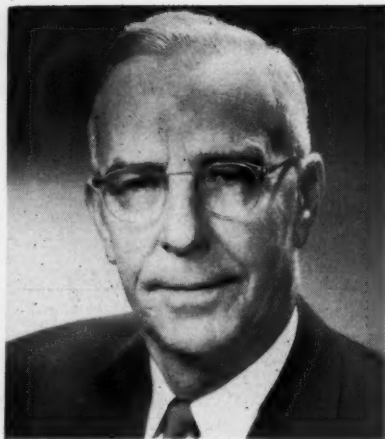
### Explain Achievement

Cecil Rae Spencer of Pleasant Grove High and Ernest Paty of Forest High—both active in Junior Achievement of Dallas—explain the making of a letter setter to J. J. Gaffney, secretary, and Cliff Burt, factory manager, of Chance Vought Aircraft, Inc. Some 250 Dallas youngsters now run 18 miniature companies, sponsored by 18 business firms. More than 60 adults from the business firms guide the young people as advisers. National Junior Achievement Week this year will be January 30-February 5. Attorney Frank Cain is general chairman for the week.

★

G. I. HENSON has been named underwriting secretary of National Bankers Life Insurance Company.

DALLAS • JANUARY, 1955



### Heads Printing Concern

Frank C. Erwin has been named president of William S. Henson, Inc., advertising-printing firm. Mr. Erwin, formerly executive vice president of the firm, is a national director of the Printing Industry of America, is a past president of the Dallas Graphic Arts Association. He also is a former secretary-general of the Southwest School of Printing. Tony Terranella, secretary-treasurer of the Henson firm, has now assumed additional duties as vice president.

### Specialized Service for Loans on Commercial Buildings

#### MORTGAGE LOANS

#### COMMERCIAL AND INDUSTRIAL BUILDING LOANS

#### RESIDENTIAL, CONVENTIONAL, F.H.A. AND G.I.

TO BUY, BUILD, REFINANCE OR  
REPAIR — BEST INTEREST RATES

Loans approved from plans and  
specifications on proposed buildings.

### SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"

Approved FHA Mortgagee

F. M. LOVE, Ch. of Board — AUBREY M. COSTA, Pres.  
1302-4 Main Street Phone RI-5551  
INSPECTIONS, COMMITMENTS ON CONVENTIONAL  
LOANS IN 24 HOURS

### Business Service Opens Second Dallas Office

Manufacturers Interchange, a ten-year-old Dallas business office service, located in the Second Unit of the Santa Fe Building, has leased 5,179 square feet of air-conditioned office space in the Howard Building at 4924 Greenville.

Owned by Mrs. Mildred Lipow, the business service now occupies some 12,000 square feet in the two locations.

Manufacturers Interchange services include private offices and desk space; telephone answering day and night; mail pickup, delivery and forwarding; receptionist service for visitors; stenographic work, and general business handling.

The firm is staffed to keep a client's business in operation while he is away, according to Mrs. Lipow, keeping books, drawing up billings, keeping files and inventory records, opening mail, routing orders, quoting prices and other services.

### Fair To Open Early; All Officers Re-elected

Directors of the State Fair of Texas have voted to open the 1955 exposition at 5 p.m. Friday, October 7, a day earlier than in the past.

With an extra day — 17 in all — the fair will challenge Toronto, Canada's exposition for the tag "world's biggest."

The State Fair of Texas had a national record-breaking attendance of 2,506,463 last autumn, compared to Toronto's 2,800,000.

Robert L. Thornton, Sr., Dallas' Mayor, was elected to his eleventh term as president of the fair and other officers also were re-elected. They are James H. Stewart, executive vice president and general manager; Charles R. Meeker, Jr., vice president and assistant general manager; Fred F. Florence, treasurer; S. Bowen Cox, secretary, and Arthur K. Hale, assistant secretary.



### COMMISSARY SERVICE CO.

PROFESSIONAL FOOD SERVICE MANAGEMENT

Operators of Food Service  
for

Industrial Plants, Office Buildings  
and Airlines

General Offices  
Buick-Olds-Pontiac Assembly Plant  
Arlington, Texas

Telephone Arlington 5-2660 • Fleetwood 7-2467 in Dallas

### MANUFACTURERS INTERCHANGE

The Complete Office Service...

NOW AT TWO CONVENIENT LOCATIONS:

DOWNTOWN: 2nd Unit Santa Fe Bldg., Riverside 6051

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• Air-Conditioned  
Offices

• Desk  
Space

• Telephone Answering  
Secretarial Services

### Behind Each Desk...SUCCESS!



... Office furniture carefully  
selected to reflect your executive  
taste and ability.

See our complete display of  
the nation's foremost executive  
and general office desks  
and top quality supplies.

**TEXAS**  
OFFICE FURNITURE CO.

2214 MAIN • DALLAS, TEX. PHONE RI-3449

# *The Nation's Finest* **HEALTH CLUB**

*Built to Serve the Needs of the Dynamic Men of Dallas*

Good news for the business and professional men whose duties demand that they keep themselves in the pink. Such individuals now have the advantage of a superbly well-equipped and scientifically-run health club within a stone's throw of their offices. Here, under proper medical supervision, they can carry on healthful routines of physio-therapy and exercise that will build their bodies, reduce their waistline or just maintain the "status quo," while their health is constantly looked after.

## **The Henry Ezor Club Provides The Following Modern Facilities**

### **EXERCYCLES**

No expense has been

### **INFRA RED AND ULTRA VIOLET RADIATION ROOM**

spared to outfit this club with the best in equipment and facilities. Staffed by

### **MEDICATED STEAM BATHS**

graduate Physio-therapy technicians and experts in

### **BODY MASSAGE**

Swedish massage, it offers

### **NEEDLE SHOWERS**

everything now recog-

### **SUPERVISED GYM WORK**

nized of merit in the field of health culture. Appoint-

### **SHORT WAVE DYATHERMY**

ments are luxurious. No

### **ULTRA SONIC SOUND THERAPY**

one is permitted to join the club or use its facilities

### **MUSCLE STIMULATION THERAPY**

without an examination by

their own physician or one

connected with the club.

### **HYDRO THERAPY**



**This Staff is Ready to Serve You**

### **Built, Equipped and Serviced By the Following Firms:**

General Contractor:  
 Frank Spillman  
 The Exercycle Co.  
 Federal Sign Company  
 Trice Commercial Carpets  
 IBM Corporation  
 McKay Signs  
 Interstate Lumber Company  
 Joel C. Riser—Insurance  
 Fred Mallinson—Insurance  
 Milton B. Levy & Son—Plumbing  
 Royal Glass Company  
 Finger Furniture Company  
 Gus F. Hirsch—Printing  
 City Linen Supply Co.  
 Whitfield Electric Co.  
 Bloom Decorating Studio  
 Cochran Title Company  
 Battle Creek Appliance Co.  
 Birtcher Corp.—Physio Therapy  
 Equipment  
 Niagara Mechanical Massage  
 Lacy Building Corporation  
 Central Chemical Co.  
 Fisher & Chase, Artists  
 Emerson of Texas  
 George Preston, Florist

### **MEMBERSHIPS LIMITED**

for obvious reasons, we must close memberships after a certain number have joined. Large as it is, the club can care for just so many.

**Hours: 8 A.M. to 7 P.M.**

## **HENRY EZOR HEALTH CLUB**

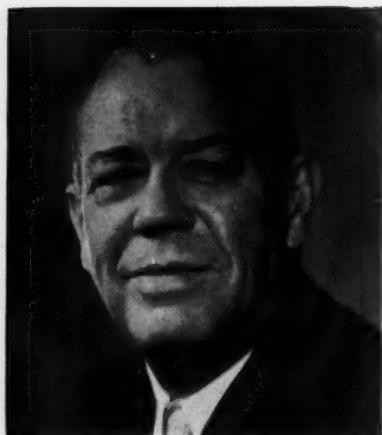
*Recommended By Leading Members of the Medical Profession*

**1519 Commerce Street • Phones RA-8496 — 8497**

**DALLAS • JANUARY, 1955**

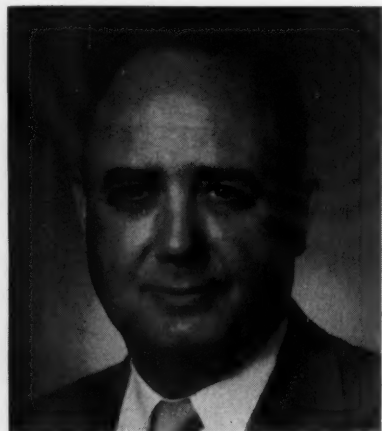






### Citizens Council Chief

D. A. Hulcy, president of Lone Star Gas Company, three-time former president of the Dallas Chamber of Commerce and former head of the United States Chamber of Commerce, has been chosen to head the Dallas Citizens Council. He formerly was vice president of the citizens group. Other new officers are Stanley Marcus and W. G. Vollmer, vice presidents; John E. Mitchell, Jr., secretary-treasurer, and Phil Fox, assistant secretary.



### Heads Research Division

Dr. Gordon K. Teal, assistant vice president of Texas Instruments, Inc., has been appointed to head the firm's research division. Dr. Teal, who formerly headed the materials and components research department, now will have charge of all T.I. research, involving work in many phases of electronics and geophysics. A native of Dallas, Dr. Teal was research associate in Prof. Harold C. Urey's laboratories at Columbia University for three years. He joined Texas Instruments after 22 years' service with Bell Telephone Laboratories.

# TEXAS BANK & TRUST CO. of DALLAS

MAIN & LAMAR

Be a part of the growth  
of Texas Bank... Turn to  
Texas Bank for all your banking needs.

THE NEW TOTAL IN RESOURCES IS  
**\$73,300,665.61**

## STATEMENT OF CONDITION of TEXAS BANK & TRUST CO. of DALLAS AT THE CLOSE OF BUSINESS DECEMBER 31, 1954

### RESOURCES

|                                                     |                        |
|-----------------------------------------------------|------------------------|
| Cash and Due from Banks . . . . .                   | \$25,552,701.23        |
| U. S. Government Securities . . . . .               | 9,343,434.38           |
| State and Municipal Securities . . . . .            | 2,948,346.52           |
| Stock in Federal Reserve Bank . . . . .             | 105,000.00             |
| Other Securities . . . . .                          | 133,528.50             |
| Loans and Discounts (Net) . . . . .                 | 33,563,660.92          |
| Accruals and Other Resources . . . . .              | 361,362.53             |
| Bank Premises . . . . .                             | 985,221.43             |
| Furniture and Equipment . . . . .                   | 251,190.10             |
| Customers' Liability on Letters of Credit . . . . . | 56,220.00              |
| <b>TOTAL RESOURCES . . . . .</b>                    | <b>\$73,300,665.61</b> |

### LIABILITIES

|                                                  |                        |
|--------------------------------------------------|------------------------|
| <b>DEPOSITS:</b>                                 |                        |
| Individual . . . . .                             | \$45,251,724.44        |
| Banks . . . . .                                  | 21,823,123.38          |
| U. S. Government . . . . .                       | 1,139,134.87           |
| <b>Reserves for Accruals and Taxes . . . . .</b> | <b>476,742.14</b>      |
| <b>Letters of Credit . . . . .</b>               | <b>56,220.00</b>       |
| <b>CAPITAL FUNDS:</b>                            |                        |
| Capital Stock . . . . .                          | \$ 1,750,000.00        |
| Surplus . . . . .                                | 1,750,000.00           |
| Undivided Profits . . . . .                      | 1,053,720.78           |
| <b>TOTAL LIABILITIES . . . . .</b>               | <b>\$73,300,665.61</b> |

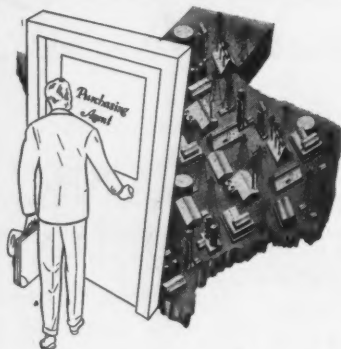


**TEXAS BANK  
& TRUST CO. OF DALLAS**  
MAIN & LAMAR

### DIRECTORS

- \*HARRY W. BASS, JR.  
President, H. W. Bass & Sons, Inc.
- R. W. BAXTER  
President, Rio Grande National Life Insurance Company
- CHARLES E. BEARD  
President, Braniff Airways, Inc.
- FRANK J. BRINEGAR  
Executive Vice President, Continental Supply Co.
- BALLARD BURGHIER  
President, Guardian Savings & Loan Association
- MAXWELL CLAMPITT  
Campitt Paper Company
- \*HAMMOND COFFMAN  
Investments
- \*LEO F. CORRIGAN, JR.  
Real Estate, Leo F. Corrigan Co.
- N. J. DESANDERS  
President, Lone Star Olds Cadillac
- HENRY E. ENGLISH  
Chairman of the Board, Red Ball Motor Freight, Inc.
- M. R. FORTSON  
Vice President
- P. B. (JACK) GARRETT
- RAY E. HUBBARD  
Oil Producer
- JUSTIN S. MCCARTY, JR.  
President, Justin McCarty, Inc.
- HARRY MEADOR  
Vice President in Charge of Real Estate
- \*CLINT MURCHISON, JR.  
Investments
- \*W. T. OVERTON  
W. W. Overton Co.
- W. W. OVERTON, JR.  
Chairman of the Board
- J. DURRELL PADGITT  
Vice President, Padgett Bros.
- R. I. PAYNE  
Executive Vice President, Theatre Enterprises, Inc.
- HARRY P. PERKINS  
President, Perkins Dry Goods Company
- C. B. PETERSON, JR.  
Executive Vice President
- MIKE F. REED  
Senior Vice President
- VICTOR P. SCHUMACHER  
Vice President and Secretary of the Board
- GEORGE SERGEANT  
Attorney
- DENYS R. SLATER  
President, Fuburn Cleaning & Laundry Company
- \*PETER P. STEWART  
Executive Vice President, The Stewart Co.
- D. L. WHITTLE  
Investments
- \*Junior Board Members

MEMBER  
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INSURANCE  
CORPORATION  
FEDERAL RESERVE SYSTEM



## Announcing 19th Annual Distributors' Issue for April

Industrial distributors and oil field distributors find this a made-to-order opportunity to advertise their services and products in the 19th ANNUAL DISTRIBUTORS' ISSUE published in April.

Advertising space in this issue will go directly before purchasing agents in the oil, utility, aircraft manufacturing and institutional companies throughout Texas.

It is the supply company's opportunity to tell his story of stock and service in the purchasing agents own magazine — at a time they are thinking about sources of supply.

Write for sample copy and advertising rates.

### THE SOUTHWESTERN PURCHASER

Official magazine of the Purchasing Agents Associations  
of Texas and Western Louisiana

Southland Life Bldg.

RA-7001

Dallas

## LET DALLAS TRANSFER...

## ...STORE YOUR RECORDS

Your old office records take up valuable and oftentimes needed office space. Let DALLAS TRANSFER store them for safety and convenience. Your records will be accessible at all times. Our central location is convenient to all parts of the city.

## ...MOVE YOUR OFFICE

Your office move will be handled without interrupting business routine. Large crews of experienced personnel will move you efficiently and on schedule. Plenty of dollies and equipment... thick pads to protect your fine office furniture and equipment. Call RAndolph 7111 for details.

2nd Unit Santa Fe Bldg., "Home of the Santa Fe Bldg. Merchandise Mart"

ESTABLISHED 1875

G. K. Weatherred  
President

C. E. Bradley  
Vice-President

R. M. Waskom  
Sec'y-Treas.

**Dallas Transfer  
AND TERMINAL  
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



### Promoted by First National

W. F. Worthington has been advanced to vice president and senior trust officer by the First National Bank in Dallas. Mr. Worthington joined First National in 1923. The bank also advanced John Max Gray to assistant vice president and elected Roy H. Hooten, Carl L. Walker and Louis R. Wilson assistant cashiers.

★

IRA L. MCCOLISTER, former Chevrolet dealer, has joined Southern Provident Life Insurance Company as head of the investment department.

★

The Texas Office Furniture Company has appointed SAM PATTERSON head of its enlarged office supply division.

★

WILL K. HOLMES has joined the sales staff of Master Tank & Welding.

★

OSCAR S. COZBY now heads Magnolia Petroleum Company's industrial relations department.

★

I. M. GRIFFIN has been made a vice president of the States Marine Steamship Corporation of Delaware. He is in charge of the Dallas office.

★

GEORGE H. STOVER has been appointed general manager for Graham Steel Structures.

★

SCANLAND HILGER has become a vice president of Dallas Rupe & Son, investment banking firm.



#### Appointed Vice President

George I. Dorman, Jr., business forms and systems engineer, has been appointed vice president of the Baltimore Salesbook Company, manufacturers of business forms, with headquarters in Baltimore, Maryland. Mr. Dorman, a native of Dallas, has represented the Baltimore firm for more than 30 years and has been its western division manager since 1923.



#### Harris Branch Manager

Rolf Haas has been named branch store manager for A. Harris & Company's store in the \$5,000,000 A. Harris & Company Oak Cliff Shopping Center now under construction. Mr. Haas first joined A. Harris in 1928. Charles A. Riddell, A. Harris employee for 39 years, was named service manager for the new suburban store. He also is a long-time resident of Oak Cliff.

\*

JACK DORIE has been elected a director and appointed a vice president of Radio City Distributing Company, appliance firm.

DALLAS • JANUARY, 1955



MEMBER SOCIETY OF INDUSTRIAL REALTORS

## HOWELL H. WATSON

*Realtor*

Fidelity Union Life Building • DALLAS • Phone RA-5484



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*Bought  
Sold  
Quoted*

### DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

502 Dallas National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

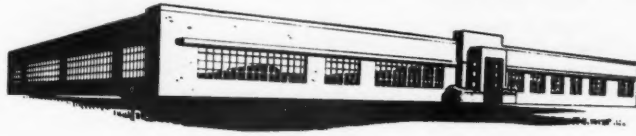
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RESIDENTIAL  
STREETS  
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CONCRETE &  
ASPHALT



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Phone Riverside 3531



# Waco Building Manager Writes About Outstanding Achievement With G-E Packaged AIR CONDITIONING!

Acclaims GENERAL ELECTRIC Systems And  
TEXAS DISTRIBUTORS' Engineering As  
Most Practical For Large Buildings Like This



LOUIS OVERTON  
Building Manager  
AMICABLE LIFE BLDG.  
WACO, TEXAS



The Industrial and Commercial Contracting Department of Texas Distributors made a complete climate survey of the Amicable Life Building (above), then recommended the conversion of an old freight elevator shaft into equipment rooms on 19 floors to house the specified 36 G-E Packaged Air Conditioners. The air conditioning job was completed within a few weeks with practically no inconvenience to tenants, and at a minimum cost.

**General Electric  
Air Conditioning  
Saves Space And Money  
For This WACO Skyscraper!**

You can save too! Call Texas Distributors now and get the facts on General Electric Packaged Air Conditioning for your store, office building or factory.

**GENERAL ELECTRIC**

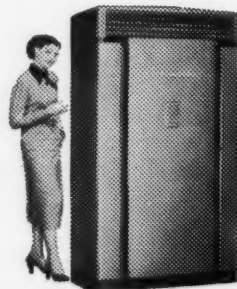
*Texas Distributors, Inc.*

DISTRIBUTORS & ENGINEERS

3914 LIVE OAK

DALLAS, TEXAS

TE-2194



We at Amicable Life Insurance Company, and the tenants of our building are certainly pleased with the performance of your people on our job -- and with the General Electric Packaged air conditioners.

Thank you again.

Sincerely yours,

AMICABLE LIFE INSURANCE CO.  
*Louis Overton*  
Louis Overton  
Building Manager

FAITHFUL PROTECTION SINCE 1910

AMICABLE LIFE BUILDING  
Home Office of  
**Amicable**  
LIFE INSURANCE COMPANY  
WACO TEXAS  
October 9, 1954

OFFICE OF BUILDING MANAGER  
L. A. OVERTON

Mr. J. Lowe, President  
Texas Distributors, Inc.  
Dallas 4, Texas

Dear Mr. Lowe:

Now that the General Electric air conditioning system has been running in the Amicable Life Building for three weeks, I just want to drop you this note to thank your fine Company for the cooperation you have shown throughout the installation of the air conditioning system in our 22-story office building.

We could not have asked for better coordination of a complicated job than your Engineer, Mr. Lamar Griffin, provided. The entire installation went smoothly and was completed on schedule. Your service men who helped start the job and balance the system were thorough, efficient in every detail, and were an inspiration to our own, as well as other men on the job. It was gratifying to us that this 270-tons of air conditioning, in 36 different packaged units, located on 19 floors could be started, checked out, balanced, and put into perfect operation within a 3-day period. Only superior engineering and coordination of all trades on a job this size could have produced such smooth end results.

We at Amicable Life Insurance Company, and the tenants of our building are certainly pleased with the performance of your people on our job -- and with the General Electric Packaged air conditioners.

Thank you again.

Sincerely yours,

AMICABLE LIFE INSURANCE CO.  
*Louis Overton*  
Louis Overton  
Building Manager

FAITHFUL PROTECTION SINCE 1910



#### Elected by Manufacturers

Lawrence B. Jones, president of the Mosher Steel Company, heads the Dallas chapter of the Texas Manufacturers Association for 1955. Other new officers, all named by the 1954 chapter executive committee, are Cecil Higginbotham, vice chairman, and John B. Dunlap, secretary-treasurer.



#### On Editorial Board

Leonard M. Cowley, member of Appraisal Associates, Dallas, has been appointed to a new three-year term on the editorial board of the *Appraisal Journal*, a quarterly of the American Institute of Appraisers. Mr. Cowley, who has served on the editorial board for 14 years, also is associate editor of *Technical Valuations*, quarterly of the American Society of Appraisers.

★

Lone Star Gas Company has named JOHN S. SUMMERS chief traveling auditor and promoted BEN E. JOHNSTON to traveling auditor.



## Neptune rules the seas from the skies!

### ...flies on wings by TEMCO!

Lockheed's Navy patrol bomber, the *Neptune*, is aptly named, for it is capable of firmly ruling the sub-surface deep that was once the private domain of the submarine. No longer is it necessary to *sight* subs, the *Neptune* can *sense* them hundreds of feet below the surface. Its amazing electronic search-gear coupled with record setting range and endurance make it a most formidable weapon.

Typical of the efficient cooperation that answers defense demands in this competitive, free-enterprising industry, Lockheed awarded TEMCO a sub-contract for the manufacture of complete outer wing assemblies for the *Neptune* in late 1950. TEMCO has supplied these components to Lockheed ever since — a quality product, delivered on schedule, at the lowest possible cost.



Neptune P2V wing panels taking shape on the assembly line at TEMCO'S Dallas plant. One of many major components manufactured by TEMCO for other outstanding aircraft companies.



Plants at:

DALLAS,  
GARLAND,  
GREENVILLE,  
TEXAS

# 3%

Insured Safety  
Sound Management  
Convenient  
Maximum Return

Current Dividends

ON YOUR MONEY



*American Savings  
and Loan Association*

Ground Floor Mercantile Securities Building  
1713 COMMERCE STREET, DALLAS RIVERSIDE 4191



## Heads Industrial Realtors

W. J. (Jack) Moser has been elected president of the Dallas Chapter of the Society of Industrial Realtors. Mr. Moser is a past president of the Dallas Real Estate Board and a partner in the firm of Moser Company, Realtors. Other chapter officers are Lyn E. Davis, vice president; H. Gifford Till, secretary, and J. A. McCaul, treasurer.

★

THOMAS H. CHISHOLM has been promoted to assistant manager of the Dallas agency by the Mutual Life Insurance Company of New York.

★

BOBBY LEE MOORE has been named sales representative for Texo Feeds in the Dallas-Fort Worth area for Burrus Feed Mills.

★

HOWARD H. BYERS has been elected vice president of the Allied Finance Company.

★

NELSON WAGGENER is now a Texas district committeeman for the National Association of Securities Dealers.

★

HENRY C. STARKE has been chosen Dallas agency manager of the Mercantile Security Life Insurance Company.

★

Z. P. (BUDDY) KING has been named manager of the Dallas agency of Gibraltar Life Insurance Company.

★

Sanco Industries has transferred NICK CARTER from Austin to Dallas and promoted him to district manager in charge of the firm's sanitary chemical division.

BILL POLVOGT

JACK SUTTON

CHARLES RUSSELL

CREATIVE SERVICES

Creative writing, layout, design, art and production of ads, books, brochures, technical manuals, annual reports, catalogs, direct mail and selling aids.... a complete studio service.

CHARLES B. RUSSELL & ASSOCIATES, INC.

415 GREAT AMERICAN RESERVE BLDG., DALLAS, TEXAS, RA-3560



## New Members

(Continued from Page 16)

**Ray's Gulf Service**, 4101 Main; C. R. Ray.

**Health Food Center**, 1804-A Main; Aubrey B. King.

**Offset Plate Graining Company**, 1601 Browder; J. A. Ogletree.

**Landon Gulf Service**, 3001 Knox; E. R. Landon.

**Physical Aids Service**, 3630 Maple; Elton Hinnant.

**Parish Chevrolet Company**, 5526 East Mockingbird; L. A. Parish, Jr.

## Revaluation

|                                                     |                                  |
|-----------------------------------------------------|----------------------------------|
| BIG THREE WELDING<br>EQUIPMENT COMPANY              | R. R. McCAULEY<br>MERCHANDISE    |
| FRUEHAUF TRAILER<br>COMPANY                         | CLEARING HOUSE                   |
| GENERAL ELECTRIC<br>SUPPLY<br>CORPORATION           | NATIONAL TODDLE<br>HOUSE, INC.   |
| GUARDIAN LIFE<br>INSURANCE<br>COMPANY OF<br>AMERICA | ROYAL GLASS &<br>MIRROR COMPANY  |
| HARDWICK & MAGEE<br>COMPANY                         | JOHN SEXTON &<br>COMPANY         |
| INTERSTATE SECURITIES<br>COMPANY OF TEXAS           | SOUTHWEST CIGAR<br>COMPANY       |
|                                                     | WILLMARK SERVICE<br>SYSTEM, INC. |

**Cotton Office Planned.** A Public Information Committee has been formed for the cotton industry, and headquarters will be established in the National City Building. Harry S. Baker of Fresno, California, president of the Producers Cotton Oil Company, is president of the group. Mr. Baker, elected at a meeting of 22 leaders of the industry representing nearly every cotton producing state, said tax inequality and "other discriminatory governmental regulations favoring cooperatives, certain mutuals and some other types of business organizations" are the most pressing problems facing the committee.

\*

**Apex Erects Building.** The Apex Supply Company has a 30,000-square-foot building under construction at the corner of Irving Boulevard and Oak Lawn Avenue. The company is wholesale distributor of Eljer plumbing fixtures, Utility water heaters, forced air-furnaces, refrigerated air-conditioning and evaporative coolers. It also handles Goulds water systems and a variety of industrial supplies. The red brick building was designed by George Edwards, architect, and Inwood Construction Company is general contractor. The Lerer Realty Corporation owns the property.

**\*Specializing in custom DESIGNING and MANUFACTURING of quality store, office and bank fixtures since 1922.**

# Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs—Dallas 1, Texas

Phone PRospect 7576

**\*You'll be satisfied if it's an Adleta installation**

## OIL WELLS

## DRILLED HERE . . . . .



To all the world, oil well drilling is a fabulous profession. And Texans are most impressed by other Texans who have the vision, courage and stamina to master 3,000 feet of earth . . . straight down!

Roy Guffy Drilling Company secured the services of Stewart Office Supply Company, at no extra cost, when furnishing new offices. This reception room—uncrowded, confident, comfortable—keynotes the decor of the entire suite.

If you would have your firm's personality interpreted just as correctly, in either contemporary or traditional furnishings, we invite you to consult us without obligation.

*Stewart's*

STATIONERS • OFFICE OUTFITTERS

1523 Commerce • DALLAS • Phone PR-8581

# KEY TO MORE SALES IN 1955

That's DALLAS — Leading Business Magazine of the largest concentration of business and industry in the entire South.

Here is direct entree to the busy Key Executives who make the decisions and control business buying power in the Dallas Southwest.

Here is the medium that will help your salesmen make more sales — that will add good will and prestige to your advertising.

Round out your 1955 Sales Program by using DALLAS — First in the Nation in its Field Now in its thirty-fourth year. Ask your Agency — or Call us for information.

\*

## DALLAS

Call  
**PRospect 8451**

**TOM McHALE**  
Advertising Manager

Business Magazine of America's  
Number One Region of  
Opportunity

## ADVERTISERS IN THIS ISSUE AND THEIR ADVERTISING AGENCIES

|                                                             |         |                                                                             |    |
|-------------------------------------------------------------|---------|-----------------------------------------------------------------------------|----|
| ACME BUILDING MAINTENANCE COMPANY.....                      | 34      | SAM ROSS MCELREATH COMPANY.....                                             | 22 |
| ADLETA SHOW CASE AND FUTURE<br>MANUFACTURING COMPANY .....  | 59      | McMATH-AXILROD CORPORATION .....                                            | 3  |
| Agency—Tracy-Locks Company, Inc.,<br>Advertising            |         | Agency—Ray Beall Advertising                                                |    |
| AMERICAN INVESTORS LIFE INSURANCE<br>COMPANY .....          | 50      | MERCANTILE NATIONAL BANK AT DALLAS .....                                    | 64 |
| Agency—Cox Advertising                                      |         | Agency—Ratliffe Advertising Agency                                          |    |
| AMERICAN SAVINGS & LOAN ASSOCIATION .....                   | 58      | METROPOLITAN SAVINGS & LOAN<br>ASSOCIATION .....                            | 44 |
| T. J. BETTES COMPANY .....                                  | 47      | Agency—Auld Advertising Agency                                              |    |
| Agency—McCann-Erickson, Inc., Advertising,<br>Houston       |         | MEXICO CITY CAFE .....                                                      | 35 |
| BRIGGS-WEAVER MACHINERY COMPANY .....                       | 42      | HENRY S. MILLER COMPANY.....                                                | 37 |
| Agency—Taylor-Norworthy, Inc., Advertising                  |         | VANCE K. MILLER COMPANY.....                                                | 30 |
| Agency—Rominger Advertising Agency                          |         | MISSOURI-KANSAS-TEXAS RAILROAD<br>SYSTEM .....                              | 23 |
| BROOK HOLLOW INDUSTRIAL DISTRICT .....                      | 32 & 33 | Agency—Winus-Brandon Company, Advertising,<br>St. Louis                     |    |
| Agency—Rominger Advertising Agency                          |         | MOSER COMPANY .....                                                         | 39 |
| ROBERT CARL .....                                           | 44      | MURRAY INVESTMENT COMPANY .....                                             | 42 |
| CLASSIFIED PARKING SYSTEM .....                             | 50      | Agency—McMains & Melton, Inc., Advertising                                  |    |
| CLOUD EMPLOYMENT SERVICE .....                              | 26      | Agency—R. B. Moreland & Company,<br>Advertising                             |    |
| Agency—Eldred J. Robinson, Advertising                      |         | OLDHAM LUMBER COMPANY.....                                                  | 43 |
| OTTO J. COERVER COMPANY.....                                | 48      | PADGETT PRINTING & LITHOGRAPHING<br>COMPANY .....                           | 55 |
| Agency—Hepworth Advertising Agency                          |         | PRESBYTERIAN BOOK STORE.....                                                | 43 |
| COMMERCIAL PRINTING & LETTER<br>SERVICE COMPANY .....       | 29      | REPUBLIC NATIONAL BANK OF DALLAS.....                                       | 17 |
| COMMISSARY SERVICE COMPANY .....                            | 51      | Agency—Glenn Advertising, Inc.                                              |    |
| DALLAS AIR CONDITIONING COMPANY, INC. 46                    |         | ROCK ISLAND LINES .....                                                     | 38 |
| Agency—James H. Susong, Advertising                         |         | Agency—The Caples Company, Advertising,<br>Chicago                          |    |
| DALLAS ASSOCIATION OF INSURANCE<br>AGENTS .....             | 41      | DALLAS RUPE & SON .....                                                     | 36 |
| Agency—Ayras Compton Associates, Advertising                |         | Agency—Taylor-Norworthy, Inc., Advertising                                  |    |
| DALLAS FEDERAL SAVINGS & LOAN<br>ASSOCIATION .....          | 50      | CHARLES B. RUSSELL & ASSOCIATES, INC. ....                                  | 58 |
| Agency—Crook Advertising Agency                             |         | RUTHERFORD BUSINESS SERVICE .....                                           | 27 |
| DALLAS PIONEERS .....                                       | 4 & 61  | Agency—The McCarty Company of Texas, Inc.,<br>Advertising                   |    |
| DALLAS POWER & LIGHT COMPANY.....                           | 24      | SANTA FE RAILWAY .....                                                      | 45 |
| Agency—Rogers & Smith Advertising Agency                    |         | Agency—Leo Burnett Company, Inc.,<br>Advertising, Chicago                   |    |
| DALLAS PRINTING SALESMEN'S<br>ASSOCIATION .....             | 37      | SHARP & COMPANY .....                                                       | 30 |
| DALLAS RAILWAY & TERMINAL COMPANY.....                      | 19      | Agency—Dicklow Advertising Agency                                           |    |
| Agency—Ayras Compton Associates,<br>Advertising             |         | SOUTHERN PACIFIC LINES .....                                                | 62 |
| DALLAS REAL ESTATE BOARD .....                              | 37      | Agency—Foote, Cone & Belding,<br>Advertising, Houston                       |    |
| Agency—Rominger Advertising Agency                          |         | SOUTHERN TRUST & MORTGAGE COMPANY.....                                      | 51 |
| DALLAS TRANSFER & TERMINAL<br>WAREHOUSE COMPANY .....       | 54      | SOUTHLAND LIFE INSURANCE COMPANY.....                                       | 35 |
| Agency—Marvin Winsett Advertising Agency                    |         | Agency—Ira E. DeJernett Advertising Agency                                  |    |
| DALLAS UNION SECURITIES COMPANY.....                        | 55      | SOUTHWESTERN BLUE PRINT COMPANY.....                                        | 22 |
| Agency—Crook Advertising Agency                             |         | SOUTHWESTERN LIFE INSURANCE COMPANY.....                                    | 43 |
| DELTA PRODUCTS .....                                        | 26      | Agency—Crook Advertising Agency                                             |    |
| Agency—Parker Willson Advertising,<br>Fort Worth            |         | SOUTHWESTERN PURCHASER .....                                                | 54 |
| DICTAPHONE CORPORATION .....                                | 37      | SOUTHWESTERN SHEET METAL &<br>MANUFACTURING COMPANY .....                   | 37 |
| DORSEY COMPANY .....                                        | 47      | SPARKMAN-BRAND, INC. ....                                                   | 34 |
| H. W. DUNHAM & ASSOCIATE .....                              | 44      | THE STEWART COMPANY .....                                                   | 63 |
| ELECTROTYPE SERVICE CORPORATION .....                       | 36      | STEWART OFFICE SUPPLY COMPANY.....                                          | 59 |
| EMPLOYMENT BOARD OF DALLAS .....                            | 46      | Agency—Grant Advertising, Inc.                                              |    |
| Agency—Dicklow Advertising Agency                           |         | STROMBERG-CARLSON, INC. ....                                                | 36 |
| HENRY EZOR HEALTH CLUB .....                                | 52      | Agency—Charles L. Rumrill & Co., Inc.,<br>Advertising, Rochester, N. Y.     |    |
| FIRST NATIONAL BANK IN DALLAS .....                         | 6       | SUGGS OFFICE SUPPLY COMPANY .....                                           | 42 |
| Agency—Rogers & Smith Advertising Agency                    |         | SYLVESTER'S DISPENSING OPTICIANS .....                                      | 22 |
| FORREST AND COTTON, CONSULTING<br>ENGINEERS .....           | 36      | W. A. TAYLOR COMPANY.....                                                   | 44 |
| FELIX HARRIS & COMPANY.....                                 | 49      | TEMCO AIRCRAFT CORPORATION .....                                            | 57 |
| Agency—James H. Susong, Advertising                         |         | Agency—Taylor-Norworthy, Inc., Advertising                                  |    |
| HINTON & LOCKE, INC. ....                                   | 27      | TENISON ENVELOPE CORPORATION .....                                          | 34 |
| HUDSON & HUDSON, REALTORS .....                             | 22      | Agency—R. J. Potts, Calkins & Halden,<br>Advertising, Kansas City, Missouri |    |
| INDUSTRIAL NATIONAL BANK OF DALLAS.....                     | 21      | TEXAS BANK & TRUST COMPANY OF DALLAS.....                                   | 53 |
| Agency—James H. Susong, Advertising                         |         | Agency—Ruthrauff & Ryan, Inc., Advertising                                  |    |
| INDUSTRIAL PROPERTIES CORPORATION .....                     | 2       | TEXAS BITULITHIC COMPANY.....                                               | 55 |
| Agency—John Peyton Dewey                                    |         | Agency—R. J. Burke Advertising, Inc.                                        |    |
| INDUSTRIAL TOWEL & UNIFORM SERVICE .....                    | 25      | TEXAS DELIVERY SERVICE .....                                                | 20 |
| Agency—Melton Advertising Agency                            |         | Agency—James H. Susong, Advertising                                         |    |
| INWOOD INDUSTRIAL DISTRICT .....                            | 18      | TEXAS DISTRIBUTORS, INC. ....                                               | 56 |
| Agency—Taylor-Norworthy, Inc., Advertising                  |         | Agency—DeLoach Advertising Agency                                           |    |
| KLIMIST STORE FIXTURE MANUFACTURING<br>COMPANY .....        | 37      | TEXAS EMPLOYERS INSURANCE<br>ASSOCIATION .....                              | 31 |
| LANDAUER AND SHAFER, CONSULTING<br>ENGINEERS .....          | 43      | Agency—Ira E. DeJernett Advertising Agency                                  |    |
| J. W. LINDSLEY & COMPANY, REALTORS .....                    | 30      | TEXAS OFFICE FURNITURE COMPANY.....                                         | 51 |
| MANUFACTURERS INTERCHANGE .....                             | 51      | Agency—The McCarty Company of Texas, Inc.,<br>Advertising                   |    |
| Agency—Hanson Advertising                                   |         | TEXAS REFRIGERATION & ENGINEERING<br>COMPANY .....                          | 36 |
| MARKLE STEEL COMPANY.....                                   | 48      | THOMAS OPTICAL COMPANY.....                                                 | 43 |
| Agency—A. S. Black & Company, Inc.,<br>Advertising, Houston |         | Agency—Dicklow Advertising Agency                                           |    |
| MATTHEWS ENGINEERING COMPANY.....                           | 36      | VINOY PARK HOTEL .....                                                      | 27 |
| Agency—The McCarty Company of Texas, Inc.,<br>Advertising   |         | Agency—Griffith-McCarthy, Inc., Advertising,<br>St. Petersburg, Florida     |    |
|                                                             |         | HOWELL H. WATSON.....                                                       | 55 |

# Dallas PIONEERS



**1857** Sanger Bros.  
In Texas  
Opened Dallas Store in 1872

**1869** The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

**1872** Waples-Platter  
Company  
White Swan Fine Foods

**1874** Bolanz &  
Bolanz  
Real Estate and Insurance

**1875** First National  
Bank in Dallas  
Banking

**1875** Dallas Transfer &  
Term. Whse. Co.  
Warehousing, Transportation,  
and Distribution

**1876** Trezevant &  
Cochran  
Insurance Managers

**1885** Mosher Steel  
Company  
Structural Reinforcing  
Steel and Machinery Repairs

**1892** The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

**1893** Oriental Laundry  
and Cleaners  
Fine Laundering, Cleaning,  
and Fur Storage

**1893** Sparkman-Brand,  
Inc. Morticians  
Originally, Loudermilk,  
Broussard and Miller

Established  
**1895** Hunt Grocery  
Company  
Fancy Foods Imported and Domestic  
Fine Food Gifts, All the Staples

**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store

**1898** Lang's Floral  
& Nursery Co.  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1900** John Deere  
Plow Company  
Agricultural Implements

**1903** Smith's Detective  
Agency  
Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1903** Republic Insurance  
Company  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1904** Burton & Wilkin  
Over 100 Kinds of Insurance Sold

**1906** Hesse Envelope  
Company  
Manufacturers of Envelopes  
and File Folders

**1907** Tennessee  
Dairies, Inc.  
Foremost Dairy Products

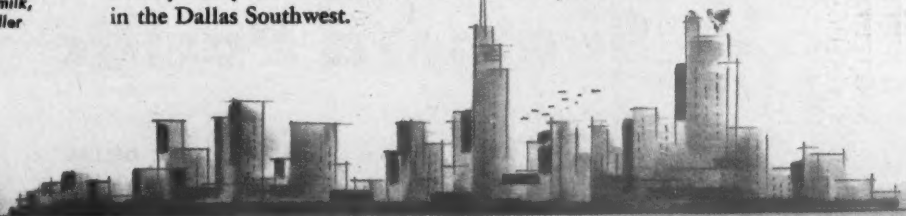
**1911** Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers



THE above artist's sketch, rendered from an 1898 photograph, shows the old Santa Fe railroad station that stood for many years on Commerce Street at the foot of Murphy. At the turn of the century its Harvey House Dining Room was one of Dallas' popular eating places, managed by the late Bob Ellifritz. He later became a Fred Harvey division superintendent and after managing Fred Harvey establishments in St. Louis and Kansas City, returned to Dallas as the first manager of the Adolphus Hotel. This building was razed in the early 20's to make way for the present Santa Fe building which was completed about 1925 with the second, third and fourth units taking over the old Santa Fe passenger yards. The year 1898 also marked the entry of Dallas' oldest active downtown merchant into retail business. That year Otto Lang set up a small flower shop in what is now Exall Park. He had come to Dallas a few years before and secured a job at \$15.00 a month working for the Nitché Flower Shop. He later had a shop at 209 Main and then moved to his present location at Main and Field. Today, the downtown store of Otto Lang is located just a little more than a block away from the locale of the above sketch and his firm maintains wholesale and retail nursery departments serving all of Metropolitan Dallas.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.







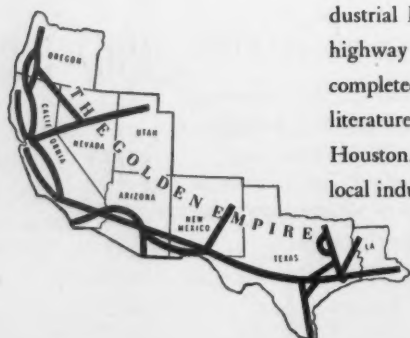
**Only 18 minutes  
from downtown DALLAS**



## **Richardson Industrial District**

**272 ACRES OF CHOICE INDUSTRIAL SITES**

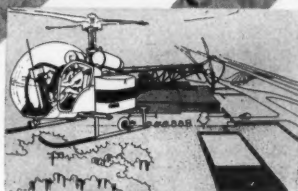
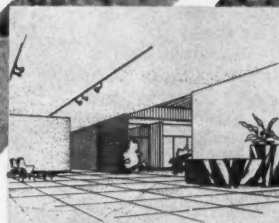
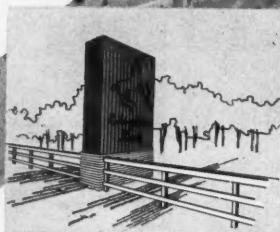
Ideal location. Protective restrictions. Fast, dependable rail service. Richardson Industrial District is just off the new Central Expressway with easy access to a loop highway system surrounding Dallas. Roadways, utilities and lead tracks are being completed. Sites are offered on a long term lease or sale basis. For descriptive literature write L. A. Brockwell, Freight Traffic Manager, Southern Pacific Lines, Houston. Information is also available from your nearest SP representative or your local industrial realtor.



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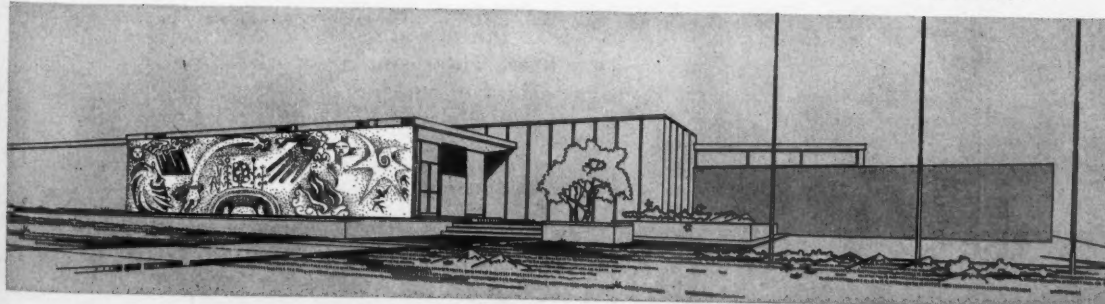
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